NOVEMBER 15, 1948

PRICE 25 CENTS

TECHNOLOGY DEPARTMENT

BROADCAST NG

The Newsweekly of Radio and ision

TELECASTIN

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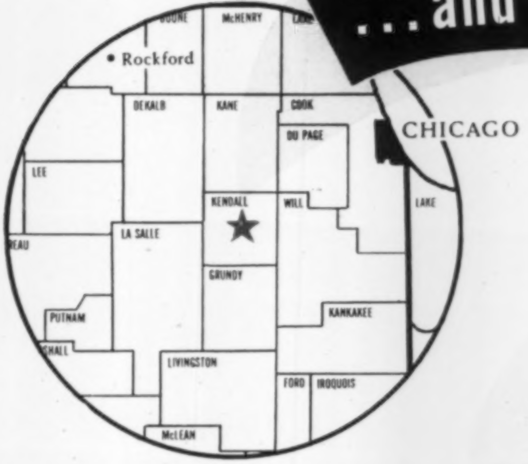
DETROIT

the town that disappeared!

...and how WLS found it



THE story of WLS is crowded with records of services rendered. Just recently, a letter was received from a listener in Indiana.

> *"My mother was born in a small town called Pavilion, Illinois, and I want to visit her birthplace. However, I can't find the town! It's not on any maps, nor in the Postal Directory. It just seems to have disappeared. Could you please help me find Pavilion, Illinois?"*

The letter was read on "RFD Mail Box," a WLS early evening farm service program. Within a week WLS received several letters giving the exact location of Pavilion, Illinois! Many went into detailed history of the founding, growth, and decline of the town.

Finding a lost town for a listener was a small but human service. No problem is too small to receive prompt and friendly attention from WLS. For nearly a quarter of a century, listeners in the Midwest have looked to WLS to serve their needs. Whether it be large, overall contributions to listener welfare—such as our yearly Christmas Neighbors Club, emergency flood and tornado relief, daily religious services, weather and market reports, rural education—or filling smaller, individual needs like finding a small town for a listener—WLS responds and serves these listener needs.

Our family of listeners comes to us for assistance. The resulting true service rendered has developed a close association—a "oneness" welding station and listener into a bond of friendship and trust. That's why we are accepted, believed by our listeners. Acceptance, belief, loyalty—these are the basic ingredients of advertising results.

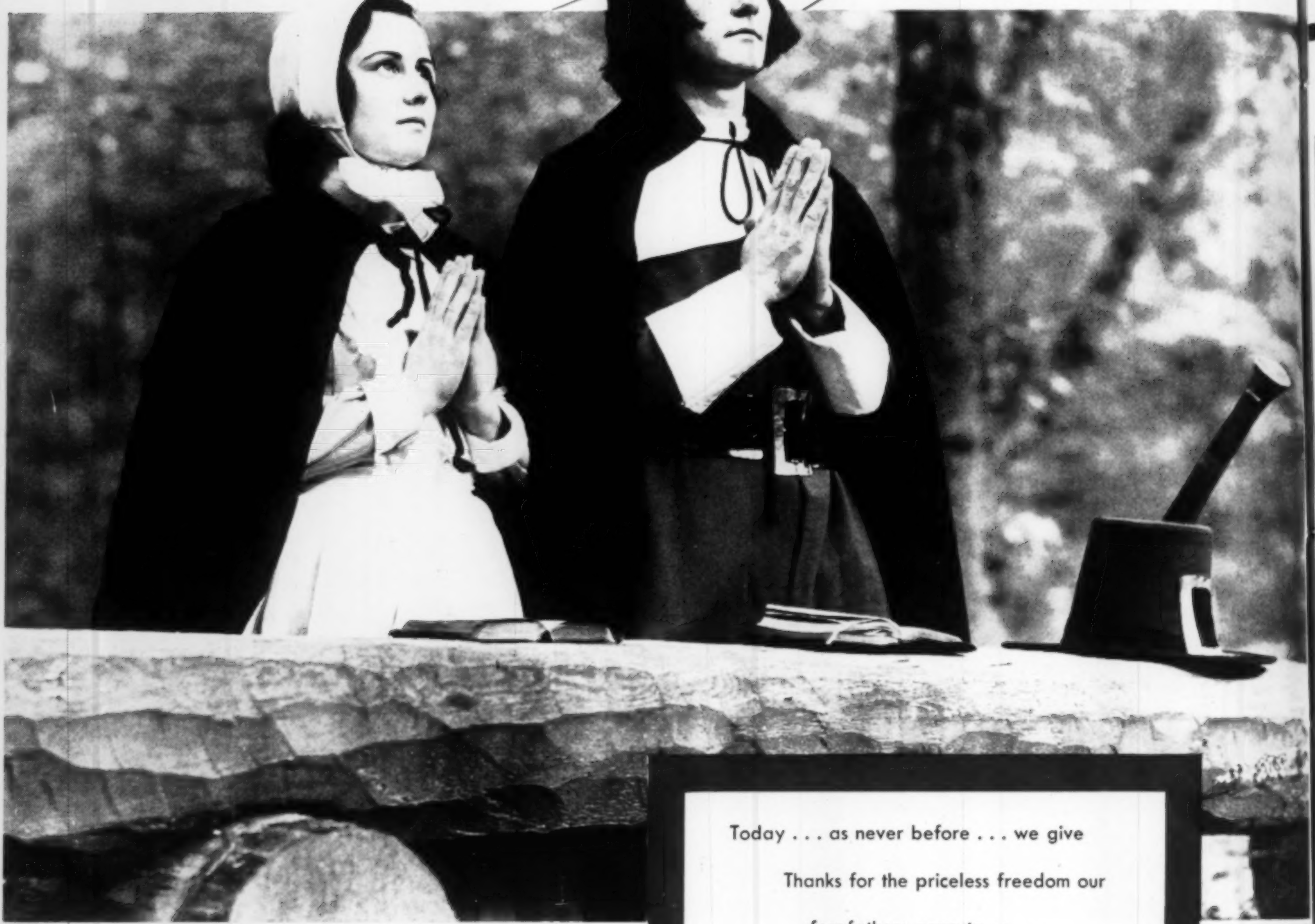
WLS

The PRAIRIE FARMER STATION

CHICAGO 7

890 KILOCYCLES • 50,000 WATTS • ABC AFFILIATE • REPRESENTED BY JOHN BLAIR & CO.

Thankful . . .



Today . . . as never before . . . we give
Thanks for the priceless freedom our
forefathers gave to us . . .
Today . . . as never before . . . with our
freedom challenged . . . we do mutually
pledge to each other . . . our lives . . . our
fortunes . . . and our sacred honor.

G. A. Richards
Chairman of the Board

WJR

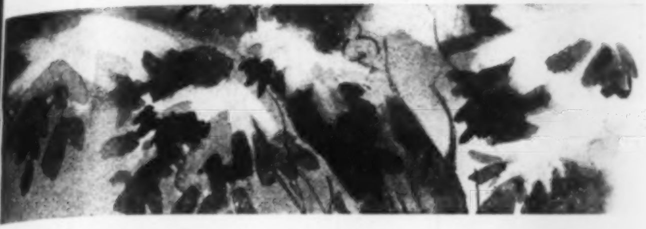
50,000 WATTS
Michigan's Greatest Advertising Medium

CBS
Represented by **PETRY**

THE GOODWILL STATION, INC., FISHER BLDG. **DETROIT**

FRANK E. MULLEN
President

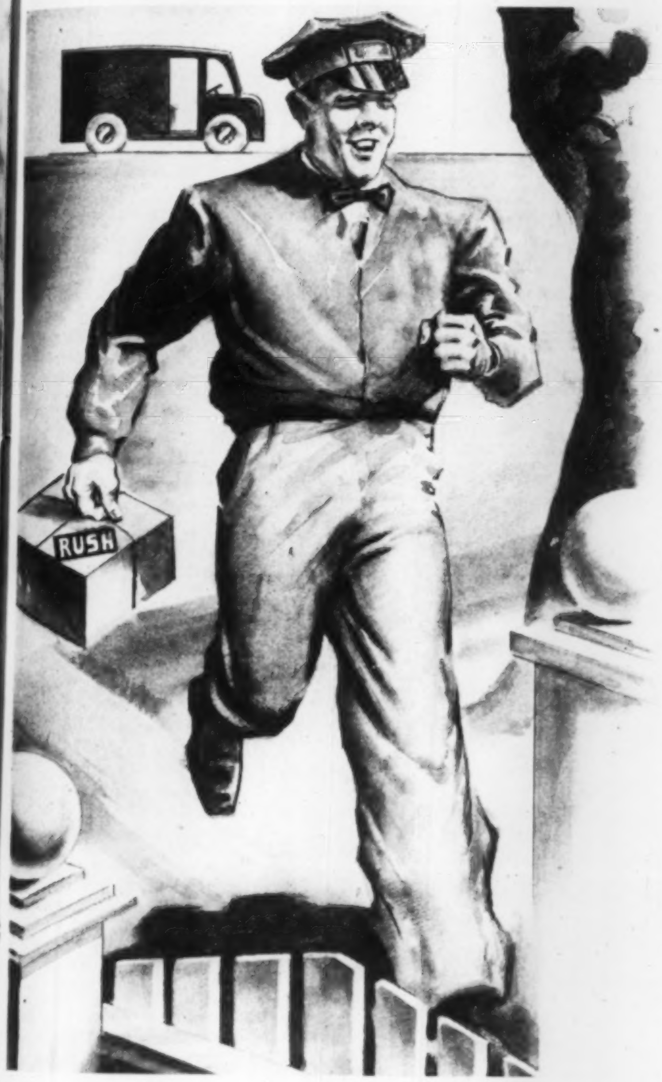
HARRY WISMER
Asst. to the Pres.



Your message is

....HOME DELIVERED

THROUGHOUT NEW ENGLAND



via

THE YANKEE NETWORK

Home delivery by home-town stations is the basis of Yankee's local acceptance and impact throughout New England.

With Yankee — and with no other New England regional network — you can get local delivery in 24 principal markets in six states.

Every Yankee home-town station is a locally successful station solidly identified with local enterprise and of proven effectiveness as an advertising medium for local merchants.

Close to 90% of New England's radio homes are within the service areas of Yankee's 23 stations. This coverage from a local source reaches more homes more effectively, both city and suburban, throughout the six-state market.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING *at deadline*

Closed Circuit

PRELIMINARY action taken by FCC Friday for investigatory hearing to determine what action, if any, should be taken on long-standing complaint that Owner G. A. Richards improperly sought to influence commentaries on KMPC Los Angeles [BROADCASTING, March 8]. WJR Detroit and WGAR Cleveland, also controlled by Richards family, fall within purview of hearing. FCC put investigators on job following Los Angeles complaints from Commentator Clete Roberts and Newsman George E. Lewin, Radio News Club of Hollywood and American Jewish Congress. Announcement of hearing expected this week.

MUTUAL Board meets in New York next week somewhat ahead of schedule at call of Chairman Lewis Allen Weiss, also Don Lee president. It's presumed matter involving status of Vice President and General Manager Robert D. Swezey and of Linus Travers, executive vice president of Yankee, will be reviewed [BROADCASTING, Nov. 8].

DISCONTENT of Walter J. Damm, WTMJ Milwaukee general manager, with NAB operations has culminated in resignation from association. Turbulent ex-NAB president complained last summer NAB was shunning TV, leading to current NAB-TBA cooperation project.

REAWAKENED interest in electronic and automatic recording devices of all species—particularly new CBS IAMS development—has spontaneously developed in path of election pollster fiasco.

SHOT-IN-ARM for National Radio Week, 1949 edition, may be active participation of National Retail Dry Goods Assn. and its 7,500 member stores. NRDGA, planning "world's biggest promotion" on behalf of democracy and private enterprise, wants to tie into radio's 29th anniversary in big way.

KEN FRY, radio director of Democratic National Committee, expected to continue there until Truman inauguration Jan. 20. Hal Leyshon, ex-Pulitzer prize winning editor of *Miami Daily News* who doubled as manager of WIOD, likewise expected to continue with committee probably as public relations counsellor through arrangement with his public relations firm. Leyshon firm has AFM-Petrillo account, among others.

TV BROADCASTERS who find it necessary to set up own relays or do without TV network service seem likely to get FCC assurance of opportunity to amortize investment, at least. That's consensus on outcome of current controversy soon to go to FCC for settlement—over AT&T policy against interconnecting its

(Continued on page 114)

Upcoming

Nov. 14-20: National Radio Week.

Nov. 14-15: NAB Board Finance Committee, NAB Hdqrs., Washington.

Nov. 15: NAB Board Standards of Practice Committee, NAB Hdqrs., Washington.

Nov. 15: NAB Employe-Employer Relations Executive Committee, Mayflower Hotel, Washington.

(Other Upcoming, page 80.)

Bulletins

STATIONS with the top share of audience in cities measured by C. E. Hooper Inc. for August-September 1948 were: Morning, KOIL 43.1, KRNT 40.4, WRVA 40.1, WAGC 38.8, WSPD 38.6; Afternoon, WKY 41.4, WOAI 41.0, WOW 38.5, KRNT 38.4, WHEC 37.5; Evening, WRVA 41.7, WHIO 40.0, WJW 38.1, WKY 37.0, WBNS 36.3.

JOSEPH HORNE HOLMES Jr., formerly with Young & Rubicam, New York, appointed vice president and account executive on group of products for Whitehall Pharmacal Co., (Division of American Home Products Corp.) at Dancer-Fitzgerald-Sample, New York.

STANTON ON POLL PANEL

FRANK STANTON, CBS president, named to seven-man committee of research experts tapped by Social Science Research Council for post-mortem on Presidential election pollsters. Dr. Samuel S. Wilks, Princeton, is chairman.

Business Briefly

REPRESENTATIVE NAMED • Natio representation of KLEE-TV Houston, whi has Jan. 1 target date, goes to Adam J. You Jr., radio and television representatives, appointment of W. Albert Lee, owner. KLE TV becomes CBS television outlet and w operate on Channel 2. AM representation involved. New KLEE manager is Sydn Balkin.

CITRUS FRUIT DRIVE • Egan, Picke & Co. (citrus fruits), New York, will introdu Hurdy Gurdy, new brand of oranges and grap fruit, in New York via WPIX (TV) *Comics Parade*, WJZ-TV *The Fitzgeralds* and W *Kiernan's Corner*. Agency, Moore & Ham New York.

PERMO-FLUX CAMPAIGN • Perm Flux Corp., Chicago (Musicola, back-seat c radio speaker), begins 30 one-minute spo weekly on KFEL and KMYR Denver toda (Monday). Test campaign to extend withi month to East and West Coast.

HARTZ MOUNTAIN RENEWS • Hart Mountain Products, New York (bird prod ucts), renews transcribed *Canary Pet Show* Sundays, 11:15-11:30 a.m. (CST), startin Dec. 26 for 26 weeks on WMAQ, Chicag Agency, George H. Hartman Co., Chicago.

QUAKER OATS SUBSCRIBES • Quake Oats Co., Chicago (cereal products), has pur chased national radio index service from A. C Nielsen Co., Chicago marketing research firm

TV FILM FOR ZIV MISSING

MISSING: More than 40,000 feet of televisio film shot by Arch Oboler for Ziv transcription on eight-month Africa jaunt. American Rai way Express has retained detective force t trace shipment insured for $100,000.

Navy to Protest AFRA Recruiting Fees

NAVY DEPT. expected to protest AFRA threat to ask extra local fees for recruiting transcription if performed on more than one station in a community, NAB Program Executive Committee told Friday (early committee story page 29).

Navy said to fear campaign, in which doctors and nurses are to be recruited, will be handicapped if AFRA carries out threat.

Other main topic at Friday session of NAB committee in Washington was proposal by Ted Cott, WNEW New York, to hold industrywide program clinic in spring. Committee adopted idea, which Mr. Cott said has wide station support.

Plan designed to take clinics out of control of scattered colleges and universities and bring under industry auspices. Invitation received from Purdue U., Lafayette, Ind., to hold first clinic on campus. Subcommittee named to direct project consists of Mr. Cott, chairman E. R. Vadeboncoeur, WSYR Syracuse; John S. Hayes, WINX Washington. Subcommittee will select site and draw up agenda. Three-day format minus speeches planned, with first day covering techniques, second services and third "horizons" and industry practices, ways of implementing code and related problems.

Clinic attendance to be limited to program and top management executives. It will have "show how" theme.

Committee voiced surprise at AFRA policy on Navy recruiting drive. Eddie Duchin wi produce, using his orchestra as well as AFRA talent. Musicians not involved in threat AFRA policy said to specify payment of full scale to program talent for each city in which more than one station is used on behalf of drive. Series has 13 quarter-hour discs.

"SAYS MR. HOOPER"

For the months of
August and September

K-R-L-D

RANKS 1st

in DALLAS in listeners

between 6:00 and 10:30 P.M.

In Addition
KRLD ranks 3rd in all cities in
the *United States* in total listeners
during 6:00 - 10:30 P.M. where
CBS stations are surveyed
with all other networks

KRLD
KRLD-FM
is your best buy

KRLD--KRLD-FM

The Times Herald Stations

Dallas
Studios
Ft. Worth

Let a Branham Man Tell You More

WIP

Produces

Example #8

"Kitchen Kapers", a half-hour "cross-the-board" morning food quiz, is another producer!

Begun in September, 1947, "Kitchen Kapers" entered its second year with 100% renewal of the original 4 participating sponsors . . . and 14 added starters!

Want to sell food?

WIP

Philadelphia

Basic Mutual

•

Represented Nationally

by

EDWARD PETRY & CO.

BROADCASTING
TELECASTING

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GENERAL NEWS INDEX .... PAGE 22
TELEVISION INDEX .... PAGE 27

DEPARTMENTS:

Agencies 8
Allied Arts 70
Commercial 66
Editorial 60
FCC Actions 102
FCC Box Score 113
Feature of the Week 16
Management 62
Network Accounts 18
New Business 18
News 72
On All Accounts 16
Open Mike 74
Our Respects to 60
Production 108
Programs 97
Promotion 104
Radiorama 38
Technical 98
Telestatus 10
Turntable 98

FEATURE CALENDAR

First issue of the month: Comparative Network Program Sponsors Schedule

Second issue: Network Boxscore; Public Interest

Third issue: Trends Survey

Last issue: Telecasting Showsheet

Every issue: Milestones

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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John Cosgrove, Warren Sheets, Chapalier Hodgson, Jeanette Wiley, Elaine Suser, Lillian Oliver.

NEW YORK BUREAU
250 Park Ave., Zone 17, PLaza 5-8355
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Bruce Robertson, *Senior Associate Editor*.
ADVERTISING: S. J. Paul, *Advertising Director*; Tom Stack.

CHICAGO BUREAU
360 N. Michigan Ave., Zone 1. CEntral 6-4115
William L. Thompson, *Manager*; Jane Pinkerton.

HOLLYWOOD BUREAU
Taft Building, Hollywood and Vine, Zone 28.
HEmpstead 8181
David Glickman, *West Coast Manager*; Ralph G. Tuchman, *Hollywood News Editor*; Ann August.

TORONTO
417 Harbour Commission Bldg. ELgin 0775
James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Pat. Office

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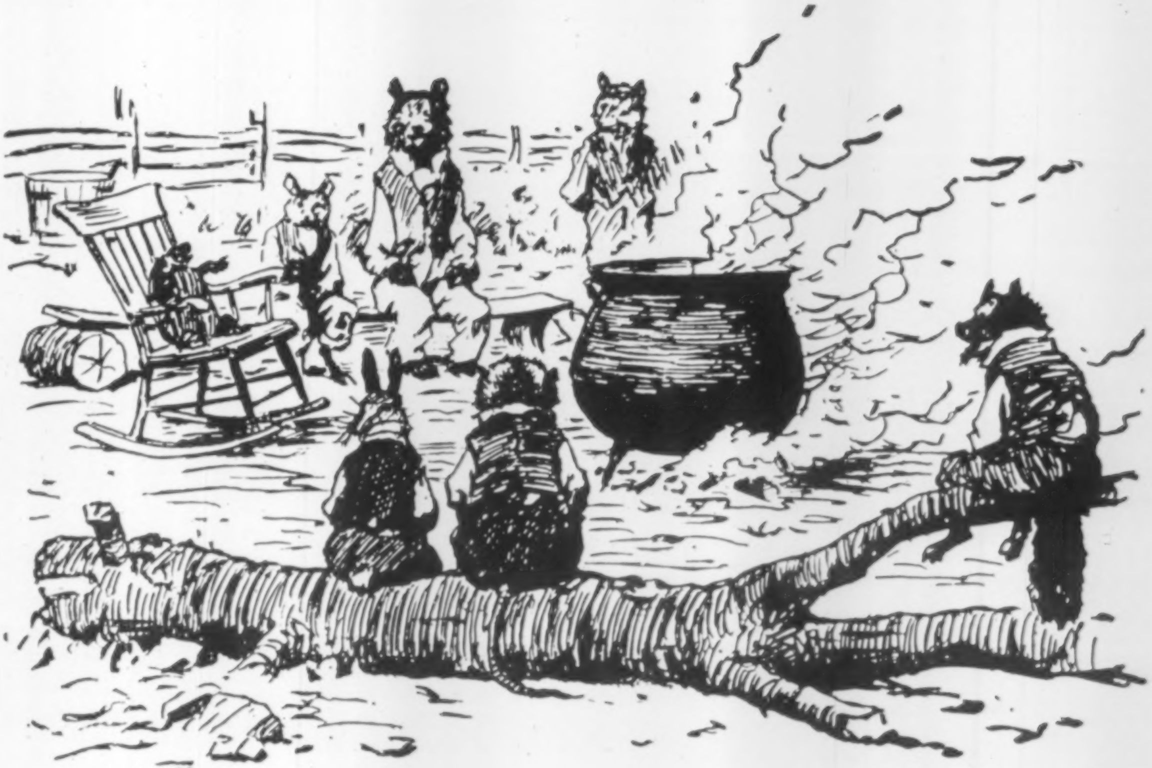
Subscription Price: $7.00 Per Year, 25c Per Copy

Our First
THANKSGIVING



Drawing by Permission of
D. Appleton-Century Co.

Scene from "Uncle Remus"

WCON

THE ATLANTA CONSTITUTION STATION

ABC 5000 WATTS 550 KC

OUR FIRST ANNIVERSARY — DECEMBER 15

National Representatives **HEADLEY-REED COMPANY**

The Swing is to WHB in Kansas City

IT'S A GIFT!

Sure there's a Santa Claus, and don't let anybody talk you out of it!

As a buyer of radio time, how'd you like to wake up to find thorough, wide coverage, ace showmanship, comprehensive merchandising and promotion — all in one stocking?

Try this on your Christmas tree: WHB is a 10,000-watt station spang in the heart of the golden Kansas City Marketland, dominating a listening area of 120 counties in 5 states. The enviable WHB reputation for sales results is founded on fact.

Santa Claus? Why, considering what you get, WHB is practically giving time away!

P.S.—For a Happy New Year, see your John Blair man!

10,000 WATTS IN KANSAS CITY

WHB AM FM

DON DAVIS
PRESIDENT

JOHN T. SCHILLING
GENERAL MANAGER

Represented by
JOHN BLAIR & CO.

MUTUAL NETWORK • 710 KILOCYCLES • 5,000 WATTS NIGHT

Agencies

FREDERICK INGALLS joins Brisacher, Wheeler & Staff, Los Angeles, a account executive. Mr. Ingalls was formerly assistant manager of advertising and sales promotion for General Petroleum Corp., Los Angeles.

MARVIN YOUNG, vice president and radio and television director of Ruthrauf & Ryan, Hollywood, is instructing Television Writing part of combined "Television Writing and Acting" course at U. of California Extension, Los Angeles.

L. J. SWAIN joins Martin R. Klitten Co., Los Angeles, as account executive and member of agency plan board. Mr. Swain was formerly associated i same capacity with Lester C. Nielson, Huntington Park, Calif.

JOSEPH P. MOORE, formerly with Ormsbee, Moore & Gilbert, Milford, Conn. is now vice president of Lindsay Adv Agency, New Haven. He will be principally engaged in representing agency in New Haven-Bridgeport area.

Mr. Moore

SHERMAN K. ELLIS, former head of his own advertising agency, joins McArthur Adv. Corp., New York, as vic president and director. He will be assisted by **SHERMAN K. ELLIS Jr.**

JULIAN V. PACE, former continuity director of WARL Arlington, Va., joins radio copy department of BBDO, New York.

J. T. McCOURT, former account executive with Campbell-Wirtz Assoc., Philadelphia, joins public relations staff of Gray & Rogers, also Philadelphia.

EDWARD J. O'CONNELL joins production staff of Brooke, Smith, French & Dorrance, Detroit office. Other new BSF & D members include: **FRANK CLARKSON**, art; **DONALD M. McLEESE**, copy; **EDWARD J. SINGELYN**, traffic, and **WILLIAM P. WELLS**, research.

WILLIAM C. FAUST of Geare-Marston, Philadelphia and New York, appointed public relations director. Mr. Faust joined agency in 1946.

ANDREW S. FANELLI, formerly with Grey Adv., New York, joins copy department of Young & Rubicam, New York.

RAYMOND A. MENZL, former production manager of H. B. Le Quatte Co., New York, appointed to same position with New York office of James Thomas Chirurg Co., succeeding **FREDERICK A. KELLAR**, appointed account manager for firm.

CRITERION GRAPHIC Corp., New York, moves its offices from 10 East 52nd St., to 1860 Broadway.

DONALD J. SLATTERY JR., formerly with Lennen Mitchell, New York, joins copy department at Geyer, Newell & Ganger, New York.

M. W. WHISTON, with Federal Adv. Agency, New York, since January, 1947 as personnel director, appointed treasurer of agency. He succeeds **GEORGE G. DIETRICH**, who retired last June after 30 years affiliation with agency. **HARRY M. TAX**, present assistant treasurer, appointed manager of accounting department.

JUDITH OSTBERG, formerly with Young & Rubicam, New York, appointed assistant to the president at Arthur Davis Assoc., also New York.

DOROTHY GREIG has joined copy staff of Doherty, Clifford & Shenfield. New York. She was formerly director of publicity for Ward Wheelock Co., also New York.

WILLIAM FUSTON, formerly with Kahn's department store, Oakland, Calif., joins the Jewell Adv. Agency, same city, as production manager.

GOULD-LAWRENCE-SCHAAR opened offices at 3757 Wilshire Blvd., Los Angeles. New agency's accounts include General Music Corp., Magnatone Sales Corp., Pacific Music Supply Co., Los Angeles. Phone is Fairfax 2301.

J. WALTER THOMPSON Co., Los Angeles, resigned Mabs Inc., account, that city (swim suits). No other agency named as yet.

WILLIAM K. HARRIAM, formerly with public relations department of RCA Victor, Camden, N. J., joins public relations staff of Geare-Marston Inc., Philadelphia and New York advertising and public relations firm.

WWL

NEW ORLEANS

1st in the Deep South ---Based on Latest Listener Diary Study!*

1. Biggest audience for every part of both day and night.

2. Biggest audience for the week as a whole—WWL wins by almost 3 to 1.

3. Biggest percentage of wins in all quarter-hours—WWL wins 87%—89.5% in daytime.

4. Biggest net audience for strip programs.

. . . and WWL's locally produced shows win virtually as large shares-of-audience as CBS and transcribed programs.

*Listener Diary Study made by Audience Surveys, Inc.—from accurate cross section of the 559,970 families in the 94 counties credited with 50% or better, day and night coverage (BMB). Ask to see the complete survey; your Katz Agency representative has it.

This is definite proof folks turn to

WWL 1st

NEW ORLEANS

A Department of Loyola University

WWL . . . 50,000 watts—High-power, low-cost coverage of the Deep South—dominating this new-rich market

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Telestatus

(REPORT 33)

TV's Effect on Other Activit

THE AVERAGE television set-owning family depends about one-quarter less on outside entertainment than non-set-owning groups. This conclusion was announced by Dr. Thomas E. Coffin, head of the Television Research Bureau, Hofstra College, during the 39th annual meeting of the Assn. of National Advertisers in New York.

The results reported by Dr. Coffin were compiled from a survey which asked TV and non-TV families just what they did with their time in a typical week last spring.

To bring the information up to date for the meeting, a survey was taken which included one out of every four families in the original group of 274—half TV owners and half non-owners. The trends found last spring are continuing this fall, and in about the same degree, Dr. Coffin reported.

Changes Home Habits

In addition to reducing entertainment outside the home, video also sharply realigns the amount of time given to competing activities within the home.

"Sports attendance suffers only slightly," Dr. Coffin said, while "movie going and reading decline about one-fifth. Other commercial entertainment drops off about one-third, while radio listening is cut nearly in half."

The estimate of Frank Stanton, CBS president, that radio listening is down about 50% in video homes was felt to be reasonable by Dr. Coffin. Breaking this down by time of day, the report showed daytime radio listening down by 26% while nighttime listening dropped 68%. The later spot check reportedly found evening listening going up but daytime listening was down, "leaving the net balance about the same as it was in the spring."

The numbers of hours of radio listening drop, as well as the number of people doing the listening, in TV homes. To draw a numerical comparison, Dr. Coffin stated: "In non-television homes the 2.7 people who listen an average of 3.4 hours a night give . . . a figure of 9.2 man-hours of radio listening."

This 9.2 man-hours of radio listening in non-TV homes is contrasted with 1.5 in TV homes.

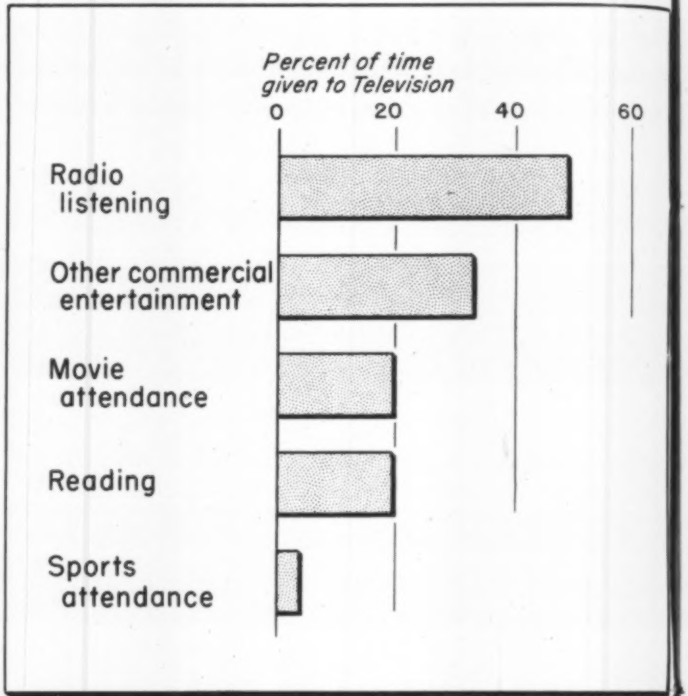
Reading Hours

In the case of other media, changes have not been so dramatic, Dr. Coffin reports. Last spring reading was off 18% in video homes but the recent check showed "hours spent in reading [had] increased by 5% in TV homes. But they increased three times this much—17%—in non-TV homes, so the net discrepancy is now slightly greater."

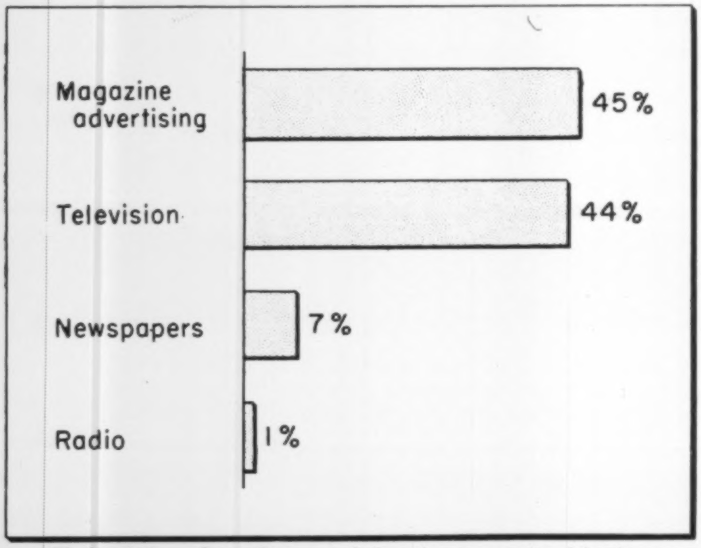
On the question of whether length of ownership decreases the use of a video set, Dr. Coffin said: "Hooper found a 10% decline in the number of sets in use among families owning TV more than a year, as compared with ownership of less than a year. Our own finding last spring was that old owners use their sets 2½ hours (or 10%) less per week than new owners."

When the check survey was taken, set owners were five months wiser in the use of television. However, viewing was up an additional hour per week.

Of the viewers, "14% say they now watch it less than when they first got their sets, 37% say they watch it the same amount, and 45% watch it more. Among non-owners, 49% say they are planning to buy TV . . ."



Television Affects Other Activities in the Home



Television Set Owners' Preference in Media

The television audience was also found to have grown among those who do not own video sets. "Last spring, in 53% of the non-television families, some member of the family had seen a TV program during the preceding week. In October this figure rose to 66%, a gain of 23%. Moreover, the majority of the families in which no one had seen a program during the preceding week in May had seen one in October."

Majority Vote 'Better'

With an additional five months experience with video — between the two surveys—Dr. Coffin reported that no viewers felt television to be "worse" now than before. Some felt it to be the same but the majority voted "better" when asked what they thought of TV as a medium. ". . . 75% say they like it better now than when they first got their sets."

Likewise, television as an advertising medium is in good favor among its audience. In the May check it was found that 91% preferred video commercials to radio commercials. "By October none preferred radio to TV."

As far as video commercials themselves are concerned, "62% think they have improved. Interestingly, this figure gets higher as we move down the economic scale; today's commercials are appealing more and more to the middle and lower classes, while the upper classes are perhaps becoming more critical," Dr. Coffin said.

"We found . . . that viewers feel . . . television makes possible a better evaluation of the product by the consumer: 86% believe it gives a clearer understanding of the product than does radio . . . television is more persuasive; 73% said it was more likely to lead them to try the product advertised."

In a special survey of television and non-TV families in Hempstead before and after the political conventions, the results suggested that "TV may have a noticeable effect in making Americans better aware of political affairs."

Dr. Coffin said that "a Gallup poll found that of the citizens at large, 64% had read something about the Republican Convention and 74% had listened to it over the radio.

Effect of TV

"We found that 92% of the set-owners saw it over television . . . 58% feel that seeing the convention . . . increased their interest in the . . . elections, and 86% feel that TV will make people more interested in political affairs in general."

With the constant effort that is under way to improve both the technical and programming quality

(Continued on page 56)

WMAR

THE SUNPAPERS STATIONS

THE A. S. ABELL COMPANY — BALTIMORE 3, MARYLAND

In Maryland, it's WMAR-TV for News

Whether its a history-making national election or a one-alarm fire, WMAR-TV is equipped to bring the full and complete news picture to its continually growing audience.

On election night, WMAR-TV gave its audience the outstanding network coverage of CBS, and moved its cameras right into the busy newsrooms of *The Sunpapers*. There *The Sunpapers'* experienced staff of newsmen evaulated the returns and interpreted the trends.

Every day of the week, WMAR-TV'S newsreel cameramen cover the city and state, recording the news leads passed on from the city desks of *The Sun* and *The Evening Sun*. And every night of the week WMAR-TV'S audience sees as well as hears the top news of the day.

Maryland's televiewers depend on WMAR-TV for the news. They also depend on WMAR-TV for the tops in entertainment, for it is only on Channel Two that they can see such leading shows of CBS as Toast of the Town, Captain Billy's Mississippi Show Boat, Face the Music, Kobbs Korner, Winner Take All, What's it Worth?, and We, the People.

During its first year, WMAR-TV was on the air 4,037 hours and 36 minutes. Of this time, 2,797 hours and 46 minutes was program time.

Represented by

THE KATZ AGENCY, INC.

NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES

TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

One Equipment Source for E

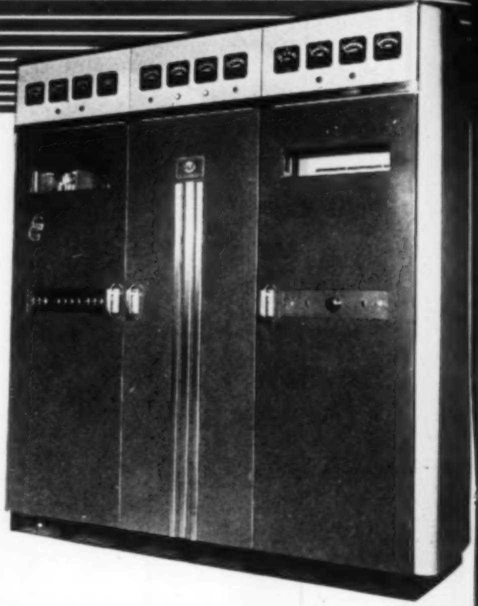
**RCA
FM BROADCAST
EQUIPMENT**

READY TO SHIP

RCA's 3-KW FM TRANSMITTER

Type BTF-3B

The BTF-3B is designed and built strictly for professional transmitter engineers who know transmitters. It uses only 36 tubes (15 regulator and voltage control tubes do not contribute to outages) and employs RCA's simple, straightforward "Direct FM" type exciter. The driver and final are "Grounded-Grid" for easy tuning and maximum stability. Shielded final tank circuit reduces housing radiation and r-f pick-up in nearby a-f circuits. Single-ended output provides greater stability and easier matching. Every component is easy to reach. Unit-type design makes for easy installation and simple modification to higher power. All air-cooled and self-contained. Can be tuned by inexperienced personnel in minutes.



READY TO SHIP

RCA's 250-WATT FM TRANSMITTER

Type BTF-250-A

Completely self-contained, this pace-setting 250-watt FM transmitter offers low-power stations the easy way to get on the air immediately with true FM quality. It includes RCA's "Direct FM" system using only 16 inexpensive tubes (about half the number used in many exciters)—with only 7 tubes in the r-f chain. All r-f circuits are single-ended. Multi-unit construction permits easy addition of higher power units later on. The BTF-250-A is the ideal standby for higher-power FM stations.

READY TO SHIP

RCA's 1-KW FM TRANSMITTER

Type BTF-1-C

Here is a self-contained 1-kw transmitter with a "Direct FM" exciter inherently capable of lower noise and distortion than any exciter yet developed. No fussy, complicated circuits. No trick tubes. Only 8 tubes in the r-f chain. Grounded-Grid circuits in the final amplifier provide greater stability than conventional amplifiers—require no neutralizing. The shielded tank circuit of the final amplifier provides near-perfect shielding. Output is single-ended for maximum stability. Unit-type design provides easy installation, flexibility, and simple modification for higher power. Type BTF-1-C is all air-cooled.

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Everything in the FM Station

...RCA

IMMEDIATE DELIVERY FROM STOCK

• Continuing its active production of FM equipment, RCA today is manufacturing the most complete line of well-engineered FM station equipment in the industry—*and is stocking it.* Nothing in your station "specs" that RCA cannot supply. Nothing in the transmitter equipment line that RCA cannot ship promptly.

Who are RCA's best references?

The station men of the nation's leading FM stations. These are the men who like the practical engineering that goes into each piece of RCA FM equipment. They like the completeness of the RCA FM line—with one manufacturing source for everything they need in the station. They like the undivided responsibility RCA assumes for its equipment. They like the prompt delivery RCA gives them on every item on the list.

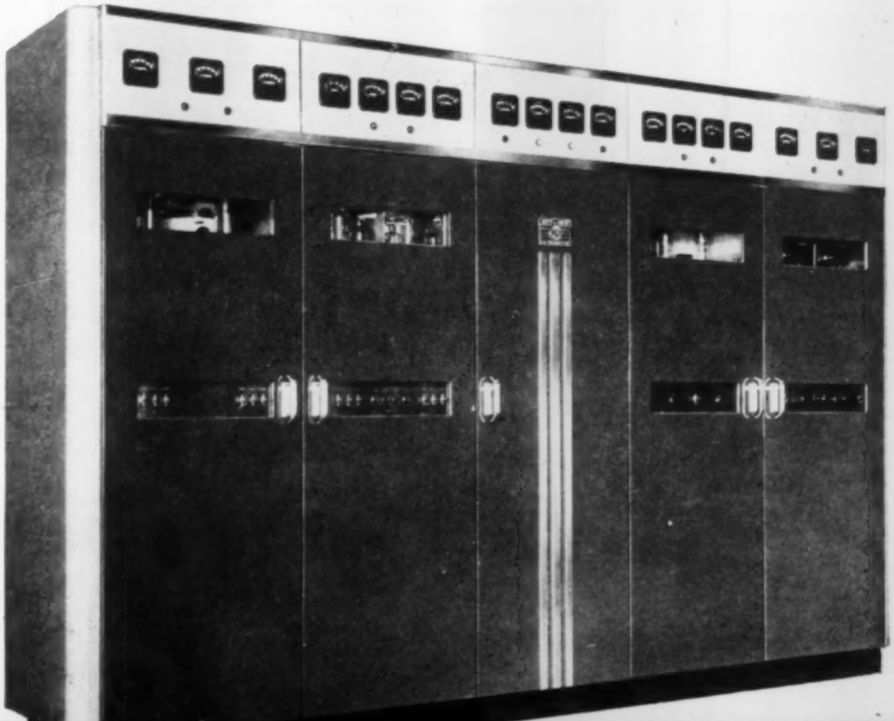
Call your RCA Broadcast Sales Engineer for information and help. He's an FM specialist. Or write Dept. 19 LC, RCA Engineering Products, Camden, N. J.

RCA's 10-KW FM TRANSMITTER

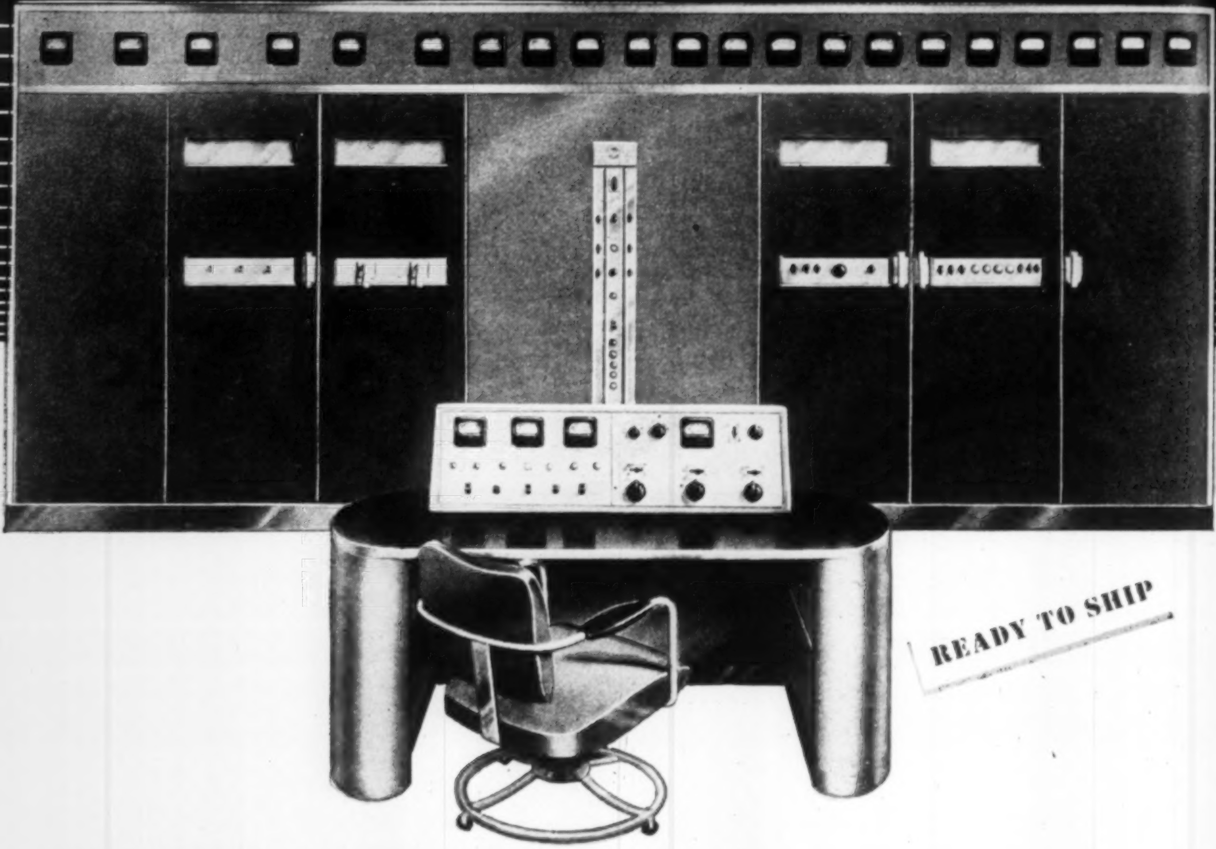
Type BTF-10B

Outstanding for its low running costs, *this 10-kw FM transmitter takes only 22.5 kw to run it.* Grounded-Grid circuits in both drivers and in the final permit the use of small power triodes (7C24's) in all three stages. RCA's "Direct FM" system is used, as in all RCA FM transmitters. All r-f stages are single-ended. High-power stages are motor-tuned. Carrier returns instantaneously after momentary power failure. Only 39 tubes, total, in the entire transmitter (only 23 of these are required for emergency operation). Only 14 different tube types to stock. All air-cooled, the entire transmitter is designed with just *one* high-voltage power supply. Possible savings in running costs of the BTF-10B—*up to $1500 a year!*

READY TO SHIP



. . . FM Transmitters, FM Antennas —



READY TO SHIP

RCA's 50-KW FM TRANSMITTER

Type BTF-50A. One of the easiest-handling high-power transmitters ever designed . . . and as reliable as a powerhouse. Grounded-Grid amplifiers and simplified single-end r-f circuits (class C) insure highly stable operation and easy tuning. Direct FM produces high-fidelity frequency modulation simply and directly (less than 1% output distortion 30-15,000 cps). Total tube complement, 42 tubes. Of these, only 26 can seriously affect the carrier. *Number of different tube types, only 14. One* high-voltage power supply for the entire transmitter.

Type BTF-50A is built for true walk-in. Its unified front-panel design is functionally styled to fit any station layout—makes it economical to set up. Here is the 50-kw FM transmitter that is completely air-cooled—with two blowers operating independently to assure maximum program continuity.

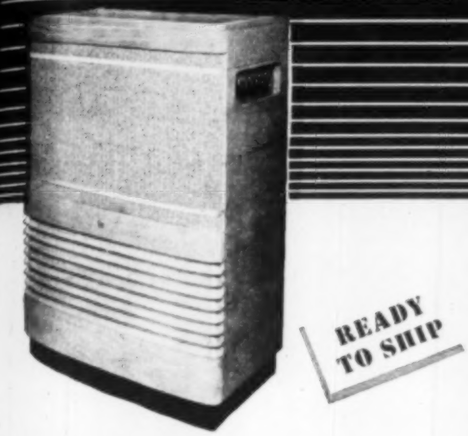
READY TO SHIP

RCA STUDIO CONSOLETTE

Type 76-B5

Latest in the series of RCA Consolettes is the 76-B5. This type performs all the amplifying, monitoring, and control functions of most large and small stations—AM and FM. It has full facilities for simultaneous auditioning and broadcasting for practically any combination of studios, turntables, or remote lines.

s — Station Accessories



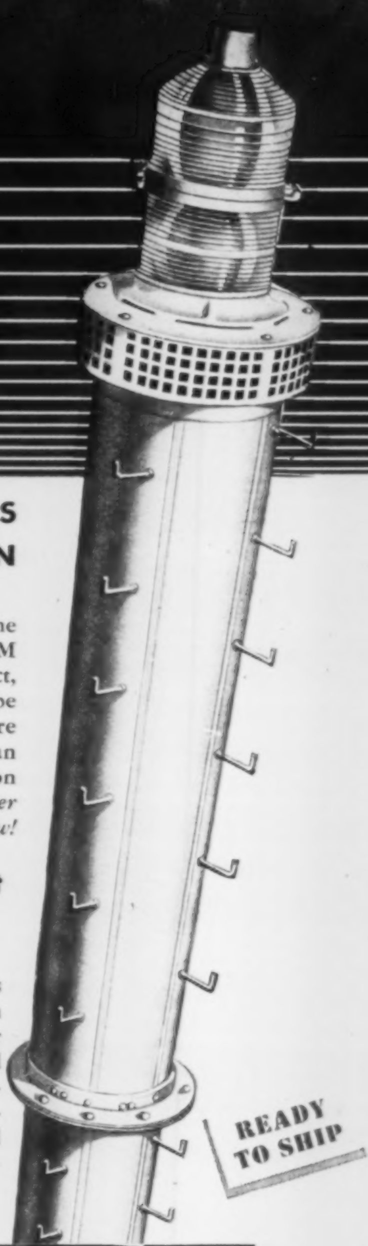
RCA's Duo-Cone Speaker Type LC-1A

Expressly designed for monitoring FM programs and high-fidelity recordings, this revolutionary new two-cone speaker provides true FM response throughout the range 50 to 15,000 cps! It is free from resonant peaks, harmonics, and transient distortion at all usual volume levels. Cross-over response is remarkably smooth. Controlled "roll-off" is provided for 5 and 10 kc. *Room location of the LC-1A is non-critical.*

The RCA Duo-Cone Speaker is available in three bass-reflex cabinets; finished in two-tone gray, dark walnut, and light mahogany.

RCA PYLON ANTENNAS FOR EVERY FM STATION

Today, RCA FM Pylons are by far the most popular radiators in the nation's FM broadcast stations. They are easy to erect, completely self-supporting, and can be mounted anywhere. RCA Pylons assure you maximum radiation. For example, an 8-section Pylon operated in conjunction with a 50-kw FM transmitter can *deliver an effective radiated power of over 600 kw!*



RCA Isolation Unit

Type BAF-4B

For AM broadcasters who wish to install an RCA FM Pylon atop their present AM tower, and operate AM and FM simultaneously, this unique unit provides complete and efficient isolation of FM and AM signals. Mounts at the base of an insulated broadcast tower.

Data for RCA Pylon Antennas

Standard Pylon. This antenna is designed to meet the requirements of all FM Stations . . . handles up to 50 kw of power. The Standard combines maximum strength and rigidity with minimum weight.

Heavy-Duty Pylon. This is the only FM antenna designed to support the RCA Super-turnstile Television antenna. The Heavy-Duty Pylon is built for locations where winds of hurricane force prevail. It is designed to withstand wind velocities of more than 160 mph when used for FM service alone.

Low-Power Pylon. Here is the ideal low-cost antenna for interim operation and stand-by service. It has the same high gain as other two models, but is available only as a single-section antenna. The Low-Power Pylon handles up to 3 kw.

Type No.	Nominal Power Gain	Sections	Over-all Height (ft.)	Weight (lbs.)
BF-11A/B	1.5	1	13.5	350
BF-12A/B	3.0	2	27	700
BF-14A/B	6.0	4	54	2000
BF-18A/B	12.0	8	108	12497
HEAVY-DUTY PYLONS				
BF-12E/F	3.0	2	27	4322
BF-14C/D	6.0	4	54	10497
LOW-POWER PYLONS				
BF-21A/B	1.5	1	13.9	376

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

THESE **5 Stations Build Sales for You . . .**

WORK
York, Pa.
Established 1932

WGAL
Lancaster, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WEST
Easton, Pa.
Established 1936

REPRESENTED BY ROBERT
MEEKER ASSOCIATES
New York • Chicago
San Francisco • Los Angeles

NBC AFFILIATES

STEINMAN STATIONS

Feature of the Week

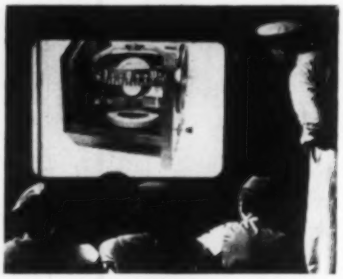
TELEVISION has joined the U. S. Navy faculty as a Professor of Training.

Experimental video class rooms will be put in operation when the Navy starts sending trial television programs from its Sands Point, Long Island station, to a class of trainees. Preliminary tests have already been conducted at the special devices center there.

With a view to mass training, early next year weekly schedules of lectures will be telecast four miles from Sands Point to the Merchant Marine Academy at Kings Point, N. Y.

Results for television classes will be compared with those trainees receiving the exclusively oral instruction.

If trials are successful, programs originating at Sands Point will be fed by wires and radio links to members of naval reserve squadrons at TV classrooms at naval air stations in Squantum, Mass., Willow Grove, Pa., Floyd Bennett Field, near New York City, and Anacostia, near Washington, D. C.



Navy students have a front-row seat for a television demonstration on the use of a sextant.

Test programs will include combinations of lecture, demonstration, roundtable discussions, dramatization techniques. Producers will

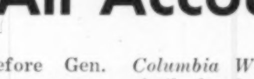
(Continued on page 112)

On All Accounts

SIXTEEN years before Gen. Eisenhower sailed overseas to captivate Britain, another Kansas boy was making a small splash of his own on John Bull's island. He was Brewster Morgan, now manager of the television department at Compton Adv., New York.

A Rhodes scholar, Mr. Morgan was the first American ever to be named president of the Oxford Dramatic Society. Director of several productions at Oxford, he was selected also to present the play "Humor of Court" at a command performance in London.

Slicing in a drama stint in Berlin and Vienna, he returned to America at the expiration of his scholarship to join Harry Moses Co., a production firm, as partner. The firm produced, among other such works, "Grand Hotel" and "The Warrior's Husband."



Mr. MORGAN

His work with the producing organization was curtailed by an automobile accident, after which Mr. Morgan retired for a time to recuperate in Seattle, Wash.

In 1935, his health regained, Mr. Morgan returned to New York and joined N. W. Ayer & Son as supervisor and director in the radio department.

A year later he moved to CBS as a senior director. There he produced the *Shakesperean Series* and *Columbia Workshop* among other similarly planned projects.

He answered a summons to Hollywood and MGM in 1937 in the form of a writer-producer-director contract, after which he moved to the Ward Wheelock agency in Hollywood, where he produced the *Hollywood Hotel* series for the agency.

In 1939 he returned to New York and CBS as head of their Defense Program setup. During this period he developed the *Spirit of '41* show which nurtured *the Army Hour*, as well as the *Proudly We Hail* series.

England called again in 1942, and he returned as chief of broadcasting communications for OWI. While in London he aided in the organization of AFN and ABSIE. Later he became chief of broadcasting of the 12th Army Group Psychological Warfare Branch.

In the fall of 1945, his war work completed, he returned to the States and joined Compton Adv. as head of radio program development in New York.

Now, as manager of the agency's television department, he is handling Procter & Gamble's new video show *I'd Like to See* on NBC.

Mr. Morgan lives in Manhattan, and has a son Brewster, 10½ years.

His after-hour interests include horses, the theatre and football—and training dogs.

GREATER GREENVILLE'S
114,704
PEOPLE

YOUR BEST BUY IN SOUTH CAROLINA BY ALL MEASUREMENTS

Hill Directory Company's December 1947 estimate of population in a 2 1-2 mile radius of Greenville's court house is 114,704 people, an increase of 7,664 in 12 months. Sales Management 1948 Survey of Buying Power shows Greenville County's leadership in Sales and Income:

RETAIL SALES
$126,152,000
WHOLESALE SALES
$153,000,000
BUYING INCOME
$178,003,000

1st In South Carolina

WFBC's audience includes this rich county—in addition covers Spartanburg and Anderson Markets—and WFBC-FM is an extra, in this first market in S.C. We will gladly furnish information on WFBS's larger market—13 counties in the Piedmont area, which you can reach with one effort.

NBC FOR ALL THREE
GREENVILLE-SPARTANBURG-ANDERSON MARKETS

WFBC
5000 Watts 19 Hours Daily
and WFBC-FM
93.7 Channel • 60,000 Watts
GREENVILLE, S.C.
THE NEWS-PIEDMONT STATION

REPRESENTED BY AVERY-KNODEL, INC.

KXOK'S 3 R'S

BUILD PROFITABLE SALES IN "ST. LOUIS-LAND"

Readin' about *Reach* in the BMB coverage story makes good *readin!* 115 counties daytime . . . 98 counties night time. Also a coincidental survey* in the thirty prosperous counties immediately surrounding big St. Louis shows that KXOK alone delivers 22.1% of the listening audience morning, noon and night.

Ritin' about KXOK Hooper *Ratings* is fun! Audience increases month after month, show gains in Total Rated Time Periods in excess of any other St. Louis Network station.

'Rithmetic readily proves that the advertiser with KXOK low-in-St. Louis rates gets more Hooper . . . plus more coverage . . . per dollar on KXOK.

Check the 3 R's . . . Rates . . . Ratings (Hooper) . . . Reach (BMB) . . .

check our John Blair representative today . . .

you'll check KXOK as your number one buy in "St. Louis-land."

*survey conducted by Edward G. Doody and Co. . . . 109,000 calls completed.

KXOK

ST. LOUIS' A B C AFFILIATE • CHESTNUT 3700
630 KC • 5,000 WATTS • FULL TIME

Owned and operated by St. Louis Star-Times

A "BONUS INCREASE"
of
48,870
Radio Homes
CAN'T BE OVERLOOKED

●

KTUL and its rich 26-county trade area in Northeastern Oklahoma offer more coverage for your advertising dollar.

●

BMB REVEALS GROWTH

★ 245,580 radio families in 1948, compared with 196,710 in 1946. ★

●

"It's like another whole city of radio listeners in a prime market of ranching, industrial and recreational wealth."

John Esau
Vice-President
and General Manager

KTUL
TULSA, OKLAHOMA

Avery-Knodel, INC. RADIO STATION REPRESENTATIVE

New Business

LOS ANGELES FERERAL SAVINGS AND LOAN Assn., Los Angeles, sponsor of this year's annual New Year's Day Rose Parade on KLAC-TV Hollywood has taken five-year option on parade sponsorship. Agency: Robert F. Dennis Inc., Los Angeles.

GENERAL ELECTRIC Co., Schenectady, replacing *The Dennis James Show* presented one time only on Sunday Nov. 7, with a new program called *The Eyes Have It*, Sundays, 8:30-9 p.m., on WCBS-TV. New show scheduled for debut Nov. 14 will have a panel of four experts naming the world events of the past 20 years shown on newsreel during program. BBDO New York, is agency.

ADMIRAL Corp., Chicago, appoints the Kudner Agency, same city, to handle its television and radio media. Cruttenden and Eger, Chicago, continues to handle space media. Kudner will supervise Admiral's show on East Coast TV network and assist in developing additional TV and AM promotion.

PEPSI-COLA BOTTLING Co., Chicago, contracts for *Sparkling Time*, weekly variety show 8:30-9 p.m. (CST) on WGN-TV Chicago. Agency: Presba, Fellers & Presba, Chicago.

SEE'S CANDY SHOPS, Los Angeles, sponsoring one minute film commercials before and after New Years' Day Rose Bowl Parade telecast on KTLA Hollywood. Candy chain also planning television spots on San Francisco stations after first of year. Agency: Ross, Gardner & White, Los Angeles.

LOFT CANDY SHOPS, Long Island City, N. Y., sponsoring *Hi, Jinx* program over WNBC New York, Tuesdays and Thursdays, 8:30-8:45 a.m.

MARY LEWIS Inc., New York (Youthful Fashions), sponsoring new television program based on adventures of teen-age character, "Tawny L," created by Flint Adv. Assoc., Lewis agency. Program is telecast on WPIX New York.

MAURICE HOLMAN, Los Angeles (manufacturer of men and women's clothing), sponsoring two hour telecast of Hollywood Santa Claus Parade Nov. 2 on KTSL Hollywood. Agency: Robert F. Dennis Inc., Los Angeles.

BOSTON Store, Milwaukee, renews *Adam Versus Eve* on Thursday nights from 8-8:30 on WTMJ-TV Milwaukee, for 13 weeks through Louise Mar & Assoc., same city. Store, which moves show to new time and lengthens it by 10 minutes, has sponsored weekly show since WTMJ-TV took air Dec. 3, 1947.

GENERAL ELECTRIC SUPPLY Corp., Los Angeles, Dec. 5 starting monthly schedule of one minute film commercials on KTLA Hollywood. Agency: Ross, Gardner & White, Los Angeles.

CHEVROLET DEALERS Assn., Boston, sponsoring all remaining home games of Boston Bruins, hockey team, on WNAC-TV. This marks first time games have been telecast.

Network Accounts • • •

CHESEBROUGH Co., New York (Vaseline), will sponsor half hour situation comedy program called *Little Herman*, Saturdays, 9-9:30 p.m. on ABC effective about Jan. 1. McCann-Erickson, New York, is agency.

STOP THE TRAFFIC Restaurant, Hollywood, Nov. 1 started three weekly sponsorship of quarter-hour MBS co-op *Gabriel Heatter Mail Bag* on KHJ Hollywood. Contract is for 13 weeks. Agency: Harold Cowan, Los Angeles.

GENERAL FOODS, Toronto (Baker's Cocoa), Nov. 7 started for 39 weeks *The Aldrich Family* on 34 Dominion network stations, Sun. 5:30-6 p.m. Agency: Baker Adv. Co., Toronto.

MATUSEK ACADEMY OF MUSIC (music stores), Chicago, contracted for a variety program on WENR-TV, to be telecast over ABC's midwestern TV network for 13 weeks from Nov. 29. Show will originate from Chicago's Casino Ballroom each Monday, 9-9:30 p.m. (CST). Agency: Salesvertising Assoc., same city.

Adpeople • • •

NORMAN R. ANDERSON, former merchandising manager of the Telecoin Corp., New York, appointed sales and advertising manager, Minute and Certo Divisions, General Foods Corp., New York.

BIG!

It's another BIG Thanksgiving with another BIG record-breaking harvest in the BIG Middle West, the BIG bread-basket of the world. You can join in this harvest and get BIG results in this BIG area when you use the BIG station, KFAB!

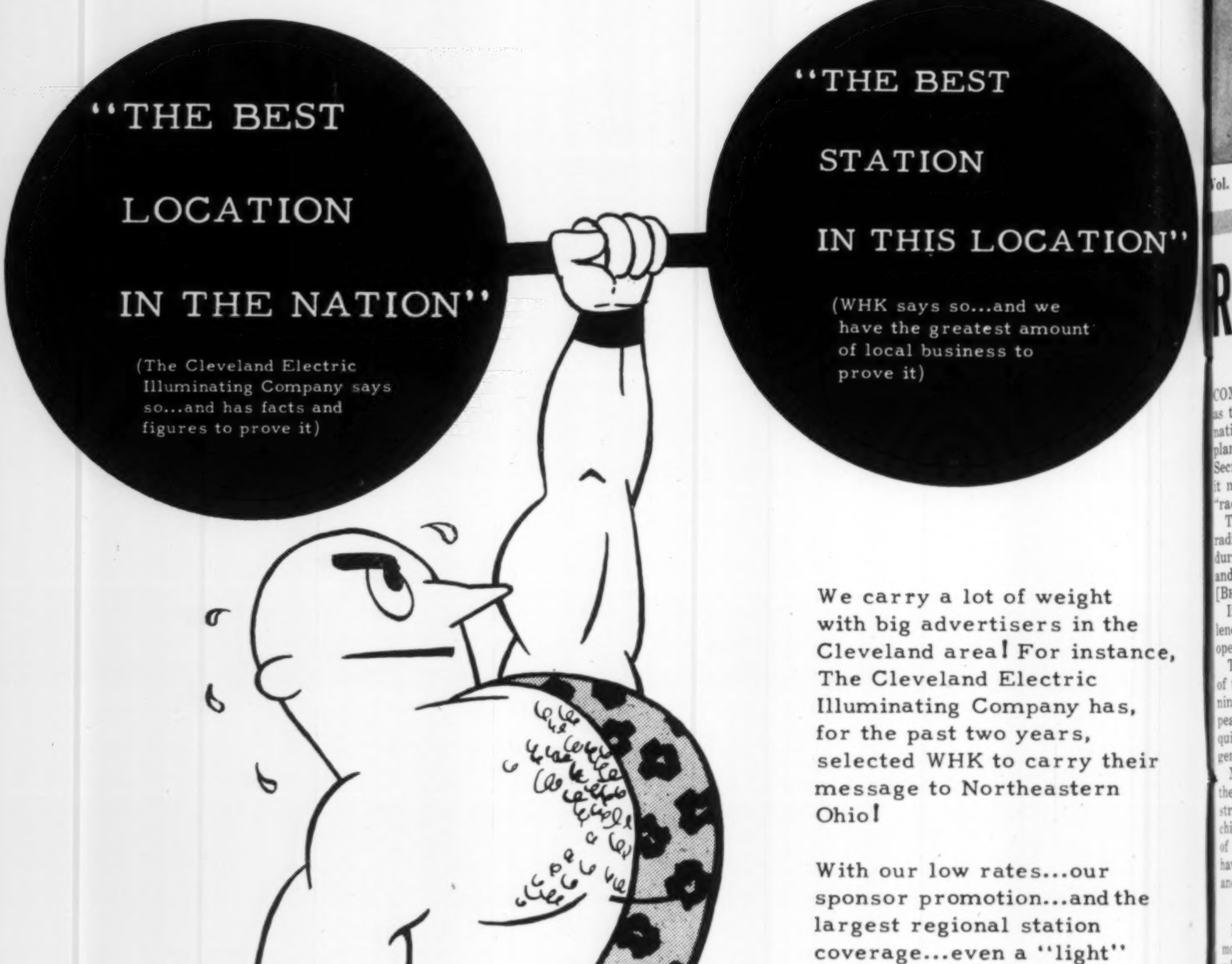
50,000 WATTS

KFAB

Your Columbia Station

OMAHA, NEBRASKA

Represented by FREE & PETERS, INC. **General Manager, HARRY BURKE**



"THE BEST LOCATION IN THE NATION"

(The Cleveland Electric Illuminating Company says so...and has facts and figures to prove it)

"THE BEST STATION IN THIS LOCATION"

(WHK says so...and we have the greatest amount of local business to prove it)

We carry a lot of weight with big advertisers in the Cleveland area! For instance, The Cleveland Electric Illuminating Company has, for the past two years, selected WHK to carry their message to Northeastern Ohio!

With our low rates...our sponsor promotion...and the largest regional station coverage...even a "light" appropriation can do a "power"-ful job on this station!

IN CLEVELAND IT'S

WHK

The Paul H. Raymer Co.,
National Representative

BROADCASTING
TELECASTING

Vol. 35, No. 20 WASHINGTON, D. C., NOVEMBER 15, 1948 $7.00 A YEAR—25c A COPY

RADIO SILENCE

The Big Question in Defense Plans

By ED KEYS

COMMUNICATIONS is recognized as the vital "nerve system" of the nation's proposed civil defense plan released Sunday by Defense Secretary James V. Forrestal. But it may prove highly susceptible to "radio silence" paralysis.

The knotty question of whether radio silence should be imposed during an emergency arose time and again during conferences [BROADCASTING, July 26].

In official quarters "radio silence" is still recognized as "an open question."

The plan is contained in a report of the Office of Civil Defense Planning recommending a permanent peacetime program of civil defense, quickly expandable in an emergency.

Mr. Forrestal termed the plan the "missing link" in our defense structure. Action by the defense chief will be withheld until officials of government agencies and others have had the opportunity to study and comment on its contents.

Comprehensive Manual

Developed over the past nine months under the direction of Russell J. Hopley, OCDP director, it is designed as a comprehensive manual for the guidance of states, communities, public and private organization and the entire civil population to be utilized in minimizing the effects of possible enemy action.

Nineteen representatives of the communications industry served on a panel to assist Herbert J. Schroll, OCDP communications advisor, in drafting the communications aspects of the program.

Mr. Hopley, who obtained leave from his position as president of the Northwestern Bell Telephone Co., with offices in Omaha, plans to return to his job at the end of this month.

During a news conference Mr. Hopley was asked:

"Does the plan anticipate the imposition of 'radio silence' *only at certain times* and not continually throughout an emergency period?"

Mr. Hopley termed this "a very difficult question," but acknowledged that this was a correct interpretation of the plan, which appeared vague on this point.

Radio beams used by planes, he said, would "undoubtedly be shut off if stations were." Military authorities have been searching for a method to utilize stations and beams in a manner which will prevent their signals from being used as homing devices for enemy aircraft or guided missiles.

"The best defense system that could be devised," the report says, "would fail if its communications system did not function, and particularly if it suffered major failures in time of extreme emergency."

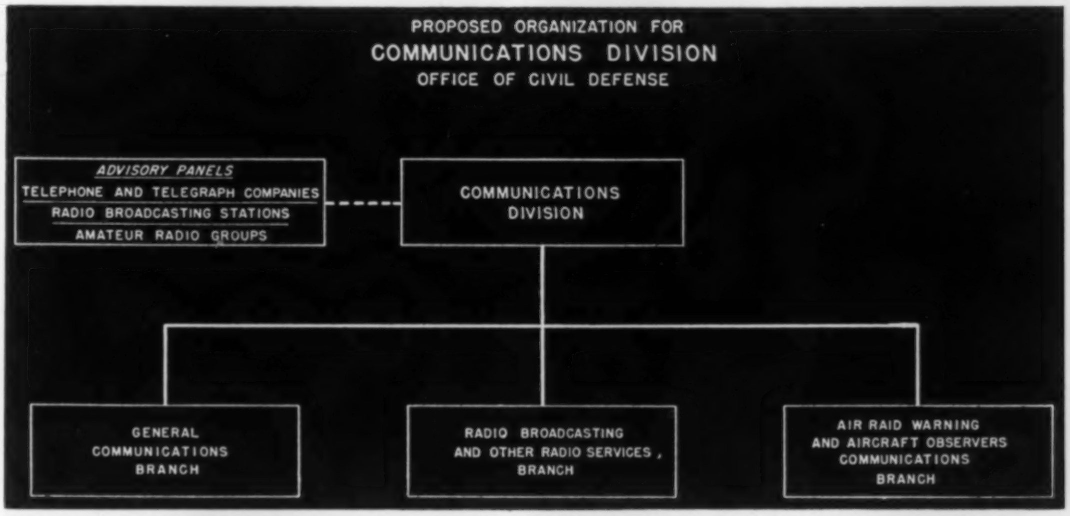
"Silencing of radio stations for military security purposes," according to the plan, "may be necessary under certain conditions to deny to an enemy any advantages that radio emissions might afford as navigational aids to enemy aircraft or guided missiles and, in the event of a raid, from obtaining information as to the extent of destruction inflicted."

The pattern that may be followed in imposing radio silence, the extent and conditions under which the use of radio may be restricted, including security and censorship control, "will in varying degrees impair or nullify certain operations of civil defense organizations," officials admitted.

It was recommended that any restrictions affecting radio operations which may be promulgated, should be developed jointly "and promptly" by the Armed Forces, other government agencies concerned and the proposed Office of Civil Defense to achieve the most effective workable plan.

"Consideration," authors of the report cautioned, "should be given

(*Continued on page 88*)


PROPOSED ORGANIZATION FOR
COMMUNICATIONS DIVISION
OFFICE OF CIVIL DEFENSE
ADVISORY PANELS
TELEPHONE AND TELEGRAPH COMPANIES
RADIO BROADCASTING STATIONS
AMATEUR RADIO GROUPS
COMMUNICATIONS DIVISION
GENERAL COMMUNICATIONS BRANCH
RADIO BROADCASTING AND OTHER RADIO SERVICES, BRANCH
AIR RAID WARNING AND AIRCRAFT OBSERVERS COMMUNICATIONS BRANCH

AFM OFFER

Runs Into Government Snag

RECORD makers and the musicians union await Uncle Sam's nod before starting to do business once more under a new AFM welfare plan.

Last week the plan ran afoul of governmental protocol.

Despite front-office confusion at the Dept. of Justice, however, both recording and AFM officials are still hoping that the terms on which they have agreed will be adjudged outside Taft-Hartley Law bans.

Their hopes were rudely dimmed Wednesday afternoon when Attorney General Tom Clark's office turned on the ice water when five spokesmen for the negotiators appeared for a 3 p.m. appointment.

The Attorney General, unfortunately, had left that morning for Florida. So five negotiators mentally computed what it would have cost to send their contractual documents by mail, picked up their brief cases in bewilderment and started back to New York.

What they apparently didn't realize was that a pinch-hitter was waiting a few feet down the corridor to serve as host to the delegation. He was the Acting Attorney General, Solicitor General Philip Perlman.

Left at the Altar

But Mr. Perlman, like the delegation, was left at the altar. Instead of officially greeting the New York group he found himself trying to parry the pointed questions of reporters.

All that came of the industry-union New York-Washington safari was an all-around pout that didn't augur well for Dept. of Justice sanction of the recording agreement. Mr. Perlman appeared nettled at what he construed as a cold shoulder; the negotiators left Washington muttering about the foibles of Pennsylvania Avenue brass.

Mr. Perlman made one point clear to newsmen. He said the Dept. of Justice doesn't issue rulings to businessmen on the legality of their contracts. "That's up to their own lawyers," he said. "We

(*Continued on page 82*)

TALENT TUSSLE

Networks Vie for Big Names

THE network battle-royal for top-flight talent went into the weekend with NBC apparently victor in the CBS foray for Jack Benny but still faced with a series of fights to protect other performers.

Two-ply appeal of more money and less taxes found networks opening their pocketbooks while performers awaited the juiciest bids.

CBS conceded loss of the Benny battle late in the week but unofficially claimed to be in the running for Edgar Bergen, to be relinquished by Standard Brands. Other NBC personalities are looking for either a capital-gains tax deal with the network or an inviting offer from CBS, ABC or MBS. Among them are Bob Hope, Fibber McGee, Ed Gardner, Red Skelton and Gildersleeve.

The capital gains deals cut the revenue slice of talent pay to 25% compared to the higher sliding scale of the normal income tax, according to network circles. This form of contract was the lure that pulled *Amos 'n' Andy* from NBC into the CBS stable.

Niles Trammell, NBC president, was on the West Coast last week protecting his talent lineup and clinching the Jack Benny deal. All sorts of figures were bandied about in discussion of the contract, ranging from $3- to $6 million.

Lloyd Wright, attorney for Amusement Enterprises Inc. (Benny), commented on these figures as follows, "There have been many misleading and false statements made in reference to current negotiations." He added that no final agreement had been reached.

CBS denied that William S. Paley, board chairman, was on the Coast directing the network's bidding for top NBC performers. The network said Mr. Paley was in New York last week and hadn't been out of the city in several weeks, but did not reveal his plans for the immediate future.

Considerable credence was given to statements that Edgar Bergen was grabbed by Coca Cola. The office of Steve Hannagan in New York indicated that Bergen probably would go on for Coca Cola in mid-January, though no contracts have been signed.

Despite CBS optimism on the Bergen front, persons close to the negotiations believe the comedian will be on NBC at his usual 8 p. m. Sunday spot. The Bergen-Coca Cola project is understood to involve a capital gains deal requiring Treasury clearance in Washington.

With Benny apparently remaining at NBC, Phil Harris also is considered a fixture on the network since the programs are closely tied together.

CBS is said to be making a strong bid for Bob Hope, with ABC understood to want the comedian to back up against Crosby.

PRO-U.S. DRIVE

Ad Council Project Launched Abroad

A NEW campaign, designed to destroy anti-United States propaganda abroad was launched Wednesday, Nov. 10, by The Advertising Council, New York. American business firms advertising in foreign countries are expected to join the campaign by devoting a portion of their overseas advertising space and radio time to correcting misconceptions about the U. S.

A booklet, prepared in consultation with the U. S. Information Service, State Dept., was issued for the campaign as a guide to participating firms.

Campaign advertising will stress, especially in Economic Cooperation Administration countries, reasons for American economic aid, which is being attacked by Communists as "economic imperialism."

The Ad Council, at the request of the State Dept., will act as liaison between the department and advertisers wishing to cooperate. The ECA has approved copy suggestions for making clear to the 16 ECA countries the reasons for aid through the Marshall Plan.

Use of donated portions of American advertisers' overseas appropriations will supplement the work being done by the "Voice of America."

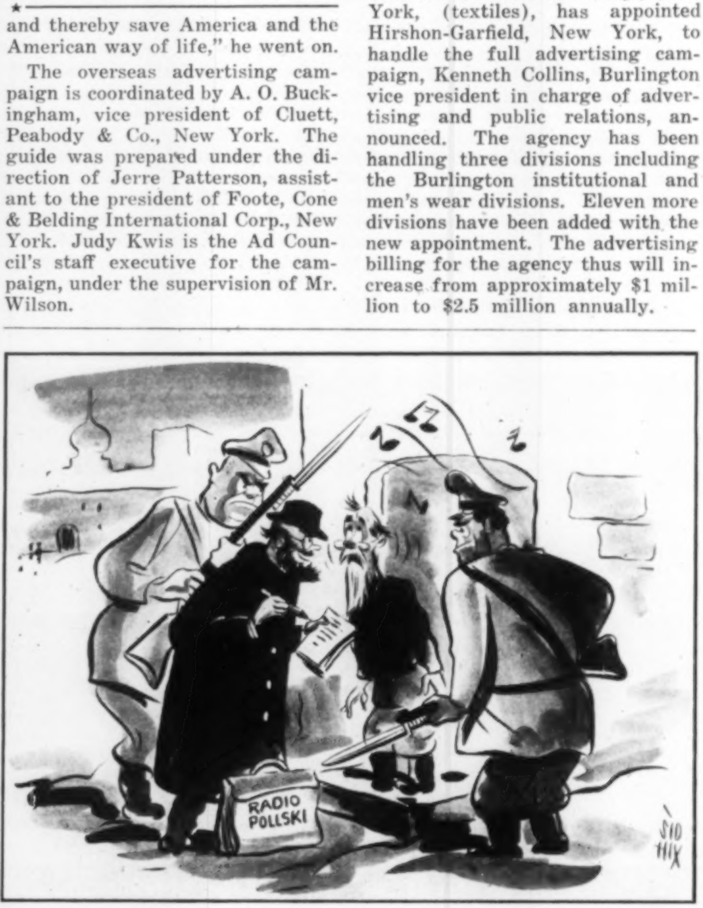
Radio propaganda on the overseas advertising campaign is expected to blanket the European area, as American firms buy time on Radio Luxemburg, Radio Andorra, Radio Monte Carlo and the six stations of Radio Italia, the council said.

"Advertising, the newest weapon of democracy, can help fight for freedom wherever freedom is being attacked—and it is being attacked in every country in the world," said Allan M. Wilson, vice president of the Ad Council. "Its overseas advertising can play a vital role in saving other nations from succumbing to the police-state system, and thereby save America and the American way of life," he went on.

The overseas advertising campaign is coordinated by A. O. Buckingham, vice president of Cluett, Peabody & Co., New York. The guide was prepared under the direction of Jerre Patterson, assistant to the president of Foote, Cone & Belding International Corp., New York. Judy Kwis is the Ad Council's staff executive for the campaign, under the supervision of Mr. Wilson.

Gets Full Campaign

BURLINGTON Mills Corp., New York, (textiles), has appointed Hirshon-Garfield, New York, to handle the full advertising campaign, Kenneth Collins, Burlington vice president in charge of advertising and public relations, announced. The agency has been handling three divisions including the Burlington institutional and men's wear divisions. Eleven more divisions have been added with the new appointment. The advertising billing for the agency thus will increase from approximately $1 million to $2.5 million annually.



Drawn for BROADCASTING by Sid Hix

"How many hours a day do you listen to the 'Voice of America'?"

In This Issue . . .

Radio Silence Big Defense Question... 21
AFM Offer to Record Makers........ 21
Networks Vie for Big-Name Talent... 22
Ad Council's Pro-U.S. Drive......... 22
BROADCASTING TRENDS
All-Radio Promotion 2
Eastern AAAA to Hear Gallup on Polls 2
BMI Milestone—2,000th Renewal..... 2
Cuba Balks on NARBA Extension.... 2
WGN-TV Joins CBS Video.......... 2
Dallas Beer Firm Success Story...... 2
Transitcasting Soon in 4 Major Cities.. 2
NAB Group Asks
Ad Contract Code Clause......... 2
International HF Channel Scrap..... 3

Sealtest Sponsors 5-Weekly on ABC

NATIONAL Dairy Products, New York (Sealtest Co. milk and milk products), effective Jan. 3 will sponsor a quarter-hour program five times weekly, 1:45-2 p.m., on 49 ABC stations.

The show, titled *Dorothy Dix* will use the same format used in the Bell Syndicate column, and will be cooperatively sponsored on the rest of the network. It is a John E. Gibbs package.

First part of program will be devoted to reading and answering mail and latter part will be a dramatization.

Barbara Winthrop, Miss Dix's assistant on the syndicated column, will play the part of Dorothy Dix in the radio version. N. W. Ayer & Son, New York, is the agency.

AGENCY EXECUTIVES ADDRESS MICH. AAAA

LEADING advertising agency executives addressed the first annual fall meeting of the Michigan Council of the American Assn. of Advertising Agencies in Detroit, Nov. 11.

Among the agency leaders who spoke at the fall meeting were Frederic Gamble, AAAA president; Fairfax Cone, president of Foote, Cone & Belding; D'Arcy Brophy, president of Kenyon & Eckhardt, New York and AAAA National chairman.

H. G. Little, executive vice president of Campbell-Ewald, Detroit, and chairman of the Michigan Council, was in charge of the meeting. George Richardson, vice president of J. Walter Thompson, directed meeting arrangements.

Barnouw Re-elected

ERIK BARNOUW was re-elected national president of Radio Writers Guild and Sam Moore West Coast regional vice president for one year at meeting last week in Los Angeles. Re-elected to council were Jack Robinson, Ruben Ship, Milton Merlin and Pauline Hopkins. Newly elected council members are Irvin Ashkenazy, Howard Blake, Selma Diamond, Larry Marks, Ray Singer and Gene Stone.

ALL-RADIO PLAN

$700,000 Suggested, TRENDS Finds

BROADCASTERS recommend that their industry spend about 0.2% of total revenue from time sales for industry-wide promotion, according to findings of the most recent BROADCASTING TREND'S Survey (16th in BROADCASTING'S series). Station managers who were asked to name a figure for the total broadcasting sales job suggest $700,000 as an annual budget.

With this $700,000, the industry should invest heavily in promotional films, magazine ads, trade magazine space, direct mail, and newspaper advertising. Although radio was not included on the check-list, 15% of the station managers wrote in "radio"—staunch supporters of the theory that radio is sufficient unto itself.

Preponderance for NAB

The first half of this survey demonstrated that most station managers feel that the all-radio promotion should be done by NAB or a subsidiary organization [BROADCASTING, Oct. 18].

Nearly half of the radio executives felt such a campaign should include AM, FM and TV, but one-fourth thought the effort should be limited to AM only, and 17% thought FM should be the only factor in such a promotion.

Station managers generally agreed that any assessment for such a campaign should be based on gross per-station revenues—but 33% felt expenses should be met from NAB's current budget.

In order to accomplish this budgetary sleight of hand, many station managers said NAB's women's activities, radio news, program aids and FM appropriations should be curtailed.

Were $700,000 to be extracted from NAB's budget, which was set at $796,000 for 1948, less than $100,000 would remain for normal trade association operation, a scanning of the budget shows. Proposals to curtail activities are not in line with the association's departmental expenses. Women's activities, for example, lead the list of activities to be curtailed but they consume less than 1% of the total NAB budget.

Despite divergencies of opinion on the how and whereby, 95% of station managers were united in their opinion that a promotion campaign should be started—and soon.

The results of the second half of the survey, conducted by Audience Surveys Inc., follow:

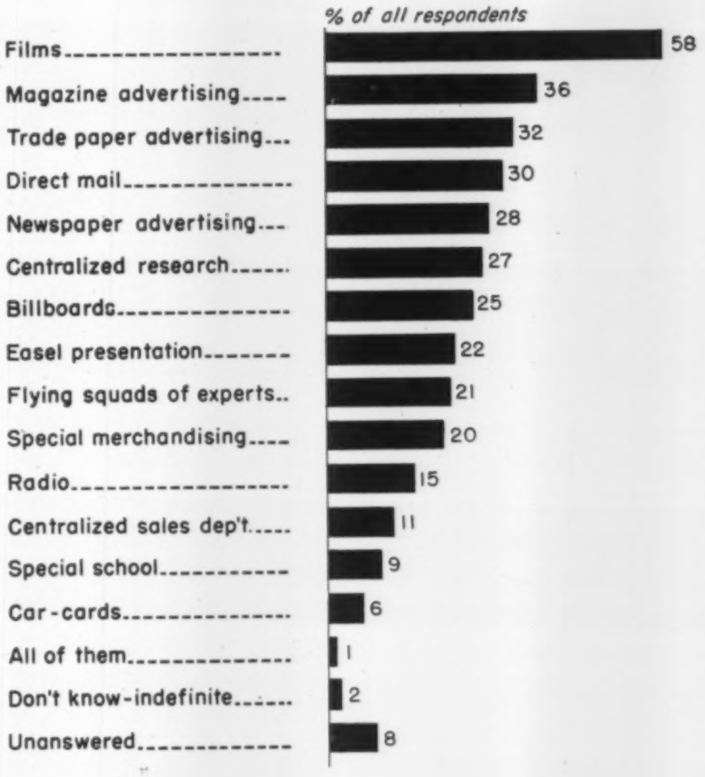
Table I

"How much money should the industry spend annually for such promotion?"

	% of all stations
Less than $500,000	13%
$500,000	25
$1,000,000	33
$2,000,000	1
Don't know—Indefinite	10
Unanswered	18
	100%

Table II

"Which of the following projects should the promotion include?"



"How much money should the industry spend annually for such promotion?" (See Table I).

Very few of the broadcasters thought that the radio industry should spend as much on promotion as the $2,000,000 allocated by printed media. The average of all specific recommendations was slightly over $700,000. One fourth (25%) of the respondents suggested a half million dollars, while 13% offered less than that. A third (33%) of the managers checked off one million dollars as the desirable amount. 28% of the panel had no concrete amount to recommend.

The average expenditure recommended represents about 0.5% of local time sales as estimated by BROADCASTING in the 1948 YEARBOOK.

"Which of the following projects should the promotion include?" (See Table II).

More than half of the station managers (58%) wanted films to be included in the all-radio promotion campaign. Next in order of mention were magazine advertising (36%), trade paper advertising (32%) and direct mail (30%).

These were followed by newspaper advertising (28%), centralized research (27%), billboards (25%), easel presentation (22%), flying squads of experts (21%) and special merchandizing (20%).

The projects listed on the questionnaire getting the least mentions were centralized sales department (11%), special school (9%) and car cards (6%).

"Do you think the NAB radio promotion film will benefit all stations alike?" (See Table III, page 84).

Station managers are about equally divided on the question of the NAB promotion film benefiting all stations alike—44% said it would, while 42% said it would not. The rest were indefinite, or did not answer.

Of those who said that the film would *not* benefit all stations alike,

(Continued on page 84)

POLLS

Eastern AAAA to Hear Gallup

DR. GEORGE C. GALLUP will face an audience of top-flight agency men and talk about "Opinion Polls," a subject of much heated discussion lately, when he addresses tonight's annual dinner of the Eastern AAAA Conference at New York's Waldorf Astoria Hotel.

Dr. Gallup will share principal speaking honors with Paul Weaver, professor of philosophy of Stephens College, Columbia, Mo., analyst of American culture and customs, Gordon E. Hyde, chairman of the New York Council, sponsors of the program, announced last week.

Tonight's dinner is the closing event of this year's all day conference, "The Advertising Agencies Town Meeting." The conference, held annually, is expected to draw more of the industry's top talent than at any previous session for its "sharply critical analysis of agency functions."

Heading sessions and serving on panels will be at least five agency presidents, plus ranking executives from numerous other agencies.

A portion of the roster of today's Town Meetings were announced as follows:

RESEARCH:

Chairman—Marion Harper Jr., vice president and assistant to the president, McCann-Erickson; H. H. Dobberteen, vice president and director of media, Benton & Bowles (for media); Henry A. Mattoon Jr., vice president and director print copy, Compton Advertising (for creative); George Chatfield, vice president, Kenyon & Eckhardt (for contact); Herbert A. Morse, sales promotion manager, Federal Advertising Agency (for sales promotion); Franklin Brill, director of public relations, Newell-Emmett Co. (for public relations).

MEDIA:

John J. Flanagan, director mechanical production, McCann-Erickson; H. H. Kynett, senior partner, Aitkin-Kynett Co. (for management); Walter Barber, head print buyer; Compton Advertising (for media); Kenneth W. Plumb, vice president, Federal Advertising Agency (for contact); Sherwood Dodge, director of research, Foote, Cone & Belding (for research).

CREATIVE:

Chairman—Henry O. Pattison, vice president and director of copy, Benton & Bowles; Walter O'Meara, copy consultant, J. Walter Thompson Co. (for copy); Elwood Whitney, vice president and art director, Foote, Cone & Belding (for art); William E. Forbes, supervisor television operations, Young & Rubicam (for radio and television); Richard de Rochmont, producer, "March of Time" (for films).

RADIO AND TELEVISION PRODUCTION:

Chairman—C. L. Weaver Jr., vice president, Young & Rubicam; Thomas F. Harrington, vice president, Ted Bates Inc. (for management); Wallace Elton, art director, J. Walter Thompson Co. (for creative); Everett W. Hoyt, president, Charles W. Hoyt Co. (for contact); Dr. Peter Langhoff, director of research, Young & Rubicam (for research).

BMI MILESTONE

2,000th Renewal Contract Signed

By BRUCE ROBERTSON

THE EFFECT OF COMPETITION ON LICENSING COSTS...1941-1947

FOR A RADIO STATION WITH YEARLY NET SALES* OF ...	$1,000,000	$500,000	$250,000	$100,000	$50,000
Actual Annual Payments					
BMI FEE	10,200	5,100	2,550	900	370
ASCAP FEE	22,500	12,300	6,200	2,400	950
COMBINED YEARLY PAYMENT	32,700	17,400	8,750	3,300	1,320
Savings 1941-1947					
BASED ON THE OLD 5% CONTRACT SAVINGS ... 1941-1947 INCLUSIVE	93,000	46,000	23,000	10,000	5,600
BASED ON THE 7½% CONTRACT PROPOSED BY ASCAP IN 1940 SAVINGS 1941-1947 INCLUSIVE	240,000	120,000	58,500	25,000	13,000

*NET SALES INCLUDES LOCAL AND NATIONAL SPOT SALES ONLY. IF NETWORK REVENUE WERE INCLUDED IN NET SALES, THE ANNUAL AND 1941 THROUGH 1947 SAVINGS WOULD BE LARGER THAN THE ABOVE FIGURES

COMPARATIVE PEACE reigned on the music front last week.

The new era of good feeling was ushered in when:

- BMI signed its 2,000th renewal contract 15 months in advance, extending the right to broadcast BMI-licensed music well into 1959.
- ASCAP gave every indication of similarly allowing its contracts to be continued for another nine-year term without any increase in rates.

Carl Haverlin, BMI president, summed up the general sentiment in an exclusive statement to BROADCASTING:

"Perhaps only those of us who were at BMI in its formative year of 1940, and the relatively few hundred broadcasters who had signed their BMI licenses before the end of that year, can appreciate to the fullest the solid satisfaction contained in the simple statement: 'BMI renewals have passed 2,000.'"

"This means that almost 90% of all BMI-licensed stations have extended their contracts for a term which ends in 1959 and that stations representing over 97% of the dollar volume of the industry have signed with BMI for this renewal period.

"Less than 200 of our AM licensees are still unrenewed and a great majority of these are stations which have been on the air for eighteen months or less.

"One of the accomplishments of which BMI is, I think, justly proud is that during the formative years that have passed, it has been able not only to grow itself, but also to cope successfully with a service problem to an industry which has tripled in size.

"BMI today has four times as many licensees as it had on Jan. 1, 1941, and nearly twice the number it had on Jan. 1, 1947.

"This heartening demonstration of industry unity—so overwhelming a renewal 15 months before the expiration of the current licensees—will serve both as a challenge and an inspiration to all of us, publishers and management alike, and has already invigorated us to greater efforts in behalf of broadcaster and listener."

BMI's 2,000th license renewal is issued to KQV Pittsburgh. On hand for completion of contract were Carl Haverlin (seated), BMI president; Robert J. Burton (l), BMI vice president, and Mildred Chetkin, executive assistant to Mr. Haverlin. James F. Murray is general manager of KQV.

BMI's origin might be traced back to that very human instinct to get all the traffic will bear. This, combined with ASCAP's virtual monopoly of the licensing rights for the broadcasting of music, led the society to increase its rates to radio each time a contract expired.

For practical purposes, however, the summer of 1939 provides a good starting point.

At that year's NAB convention, held July 10-13 in Atlantic City, the committee appointed by the NAB to negotiate a new ASCAP contract to succeed the one expiring Dec. 31, 1949, reported that it had been unable to get any proposal from ASCAP.

Principle Endorsed

The convention, with 273 stations represented, unanimously endorsed the principle of fair payment for music used on the air in a resolution that authorized the committee members to continue their attempts to make such a deal on a payment-for-use basis, if possible.

If they felt further efforts fruitless, they were to "prepare such measures as are necessary and expedient to enable the industry to provide sufficient music for its requirements without ASCAP." A special convention was to be called "not later than Sept. 15 to vote the funds necessary for such measures."

The committee made an appointment to meet with an ASCAP committee on Aug. 3, but at the appointed time the late John G. Paine, then general manager of ASCAP, showed up alone and stated that he had no proposal to discuss.

Immediately the committee called the special convention for Sept. 15 in Chicago and within the week appointed Sydney Kaye, New York attorney and copyright expert, as special counsel and coordinator.

Mr. Kaye the following month outlined to the Chicago convention a plan to establish an industry-owned music licensing organization.

The more than 250 broadcasters not only approved the idea but implemented it then and there by levying on themselves and their fellow broadcasters a tax of 50% of their 1937 ASCAP fees (a minimum of $1.5 million) to get the new organization under way.

On Oct. 14, 1939, Broadcast Music was granted a corporate charter by the State of New York, but two weeks before that date BMI won its first victory when Gene Buck, then president of ASCAP, appointed a committee to draft a new radio contract.

BMI continued its organizing and on Feb. 15, 1940, with pledges from 246 stations totaling $1,140,375, BMI formally became operative, setting April 1 to start licensing.

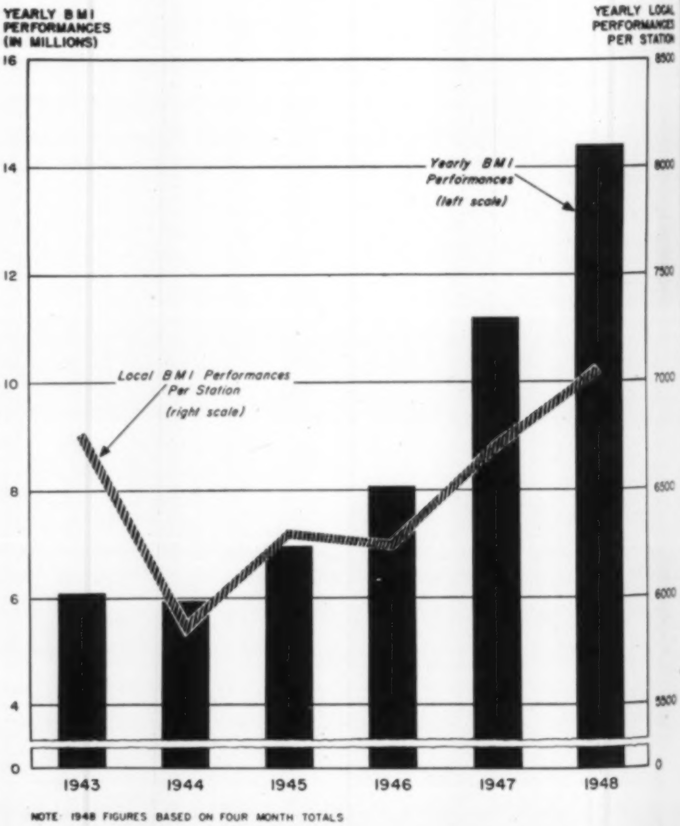
On March 21, completely ignoring NAB and its committee, ASCAP invited a select group of network and station executives to its offices and read to them its new terms, estimated as doubling the society's overall revenue from radio, chiefly through increased network fees.

Reductions offered low-income stations were immediately attacked by broadcasters as an attempt by ASCAP to divide and conquer. All networks and most stations said "no" to ASCAP and the work of building BMI went ahead at full speed.

BMI's major task was to build a back-log of non-ASCAP music sufficient to keep music on the air if the broadcasters and ASCAP should really break at the end of 1940. By August BMI could

TOTAL BMI PERFORMANCES

TREND LINE SHOWS LOCAL BMI PERFORMANCES PER STATION



NOTE: 1948 FIGURES BASED ON FOUR MONTH TOTALS

BMI's board of directors meets to authorize 1950-1959 renewals. L to r: Frank White, then with CBS; Leonard Kapner, WCAF Pittsburgh; John Elmer, WCBM Baltimore; Robert D. Swezey (standing), MBS; J. Leonard Reinsch, WSB Atlanta; Sydney M. Kaye, vice chairman of BMI board; Justin Miller, NAB, chairman; Carl Haverlin, BMI president; John A. McDonald, ABC; Paul W. Morency, WTIC Hartford; J. Harold Ryan, Fort Industry Co., and William S. Hedges, NBC. Mr. White, now president of Columbia Recording Corp., CBS subsidiary, has been replaced on the BMI board by Herbert Akerberg, CBS. Walter C. Evans, president of Westinghouse Radio Stations, recently was added to the board.

proudly report to the NAB convention in San Francisco that it had pledges from 336 stations representing more than 80% of the industry's dollar volume.

The same month, with no less pride, BMI heard its first song on *The Hit Parade*, "Practice Makes Perfect."

The following month, in addition to the rapidly expanding supply of its own new tunes and new arrangements of public domain music, BMI effected an agreement with Associated Music Publishers whereby the AMP catalog of some 18,000 copyrights was made available to BMI subscribers at 25% less than the current rate.

Others followed and in December BMI at last broke the solid ranks of ASCAP by securing the performance rights to the catalog of Edward B. Marks Music Corp., for nearly 50 years a leader in the popular music field.

Meanwhile, the nation-wide networks had begun requiring the use of BMI music on their sustaining programs which by December became completely non-ASCAP.

Advertisers were changing their programs' theme songs to non-ASCAP tunes. The "wise boys" were still betting on a last-minute settlement and a number of more or less prominent and more or less neutral personages attempted without success to get the dispute arbitrated.

The tempo of the publicity battle increased.

BMI's claims of freeing American music from the chains of monopoly met head on ASCAP charges that America's favorite songs were being blacklisted and banned by the "broadcasting barons."

Came New Year's Eve, 1940, ASCAP's last stand. Came New Year's Day, 1941, and "Jeannie With the Light Brown Hair." Its more than 600 broadcaster subscribers waited with bated breath for a roar of protest from music-loving listeners and a wave of infringement suits from ASCAP, following the inevitable accidental broadcasts of ASCAP tunes.

But the public didn't miss the ASCAP tunes enough to write to the stations in complaint. And, startling to even the most optimistic broadcasters, the Hooper report for the first week of 1941 showed listening up 5% above the December level. While ASCAP had much to say about the hundreds of infringements its listening posts had found, no suits were filed.

At least, no ASCAP suits were filed. But the Dept. of Justice decided that this would be a good time to revive its anti-trust action against ASCAP which had lain dormant in the federal courts for some five years. To avoid any claim of

(Continued on page 93)

Plaudits of the Industry Are Extended to Broadcast Music Inc.

MARK WOODS, ABC President

Mr. Woods

"BMI and the broadcasting industry are to be congratulated on the enthusiasm with which renewals of the BMI licenses have been signed for the nine-year period beginning 1950, as indicated by the recent execution of the two thousandth renewal. With this evidence of confidence in its operations BMI is certain to continue its fine record of activity in the music field."

FRANK STANTON, CBS President

Mr. Stanton

"IT must be a matter of great satisfaction to the many broadcasters who helped launch BMI, and whose loyal support has raised it to the present strong and useful position it occupies in the broadcasting industry, to learn that BMI's future seems as well assured. My congratulations go equally to those broadcasters and to the competent BMI organization."

NILES TRAMMELL, NBC Pres.

Mr. Trammell

"THE fact that two thousand broadcasters have already indicated their desire to extend the services of BMI for another nine years is proof that BMI has won a permanent place in the broadcasting industry. It has served its purpose well. It has been a constantly improving source for music of all categories. I congratulate Carl Haverlin and his associates in BMI for the fine service which has been rendered and the confidence which the industry has bestowed upon the organization."

EDGAR KOBAK, MBS President

Mr. Kobak

"THE extremely large percentage of renewals which BMI has received from the nation's broadcasters is an overwhelming vote of acceptance and confidence for the BMI organization. This endorsement is clear evidence of the useful position BMI fills in the broadcasting industry. The broadcasters and BMI management are both to be congratulated for the success of their enterprise."

JUSTIN MILLER, NAB President

Judge Miller

"IT is indeed heartening to me in my dual capacity as president of the NAB and chairman of the board of Broadcast Music Inc., to learn that over 2,000 stations have renewed their BMI contracts — more than sixteen months prior to the expiration of their current contracts. This is the first time since the beginning of BMI that an opportunity has afforded itself to the broadcasting industry publicly to reaffirm its continuing devotion to the principle of competition in the field of performing rights.

"I have just returned from a three-month swing of the country, during which I attended the NAB district meetings, and I was able to gather at first hand the grass roots feeling towards Broadcast Music Inc. I noted with considerable pleasure that the support of BMI seems to be universal and not in any way limited by geography, size of station, or economic condition.

"It is further pleasing to realize that all this has been brought about with great savings not only to the broadcasting industry, but to other users of music, and with benefit to publishers, composers and authors here and abroad. For we know that the BMI idea of competition—the open door to composers and publishers—has had a marked effect throughout the world.

"With BMI's existence assured at least until 1959, both broadcasters and the directors and staff of BMI look forward to an increased service to users and producers of music alike."

NARBA EXTENSION

Cuban Opposition Expressed

APPREHENSION over the future of the North American Regional Broadcasting Agreement (NARBA) has become intensified with the return of Carlos Maristany to his old post of Under Secretary of Commuications in the Cuban Government.

Mr. Maristany, now heading the Cuban delegation to the International High Frequency Broadcasting Conference at Mexico City, has publicly asserted that Cuba will not go along with the other NARBA participants in extending the present treaty beyond its expiration next March 28.

The conference to draw up a new NARBA was originally scheduled for last August but was postponed to Sept. 13, 1949, with the consent of all of the signatory nations, including Cuba.

Two-Year Extension

In view of this postponement all of the signatories except Cuba have agreed to a two-year extension of the treaty, keeping it in effect until March 28, 1951.

Cuba long ago made clear that it wants 12 Class 1-B clear-channel assignments in the next NARBA (compared to two now).

Authorities consequently feel that its refusal to agree to an extension of the current treaty is part of overall strategy to secure commitments for the future.

Indication of this strategy was seen in Cuba's unsuccessful suggestion that the subject of NARBA extension be discussed at Mexico City while the high-frequency conference is in progress. The U. S. rejected this suggestion firmly.

Whether Cuba would engage in channel-jumping extensively, comparatively little, or not at all, however, remains a matter of provocative speculation.

A number of Cuban broadcasters reportedly are incensed over FCC's postwar licensing policies, particularly with respect to new stations in the South. Many of these, they claim, are causing interference to Cuban stations.

Cuban sources accordingly feel that Mr. Maristany will have the support of a majority of the broadcasters in his country, as well as the backing of the Government, in resisting an extension of the present NARBA.

Mr. Maristany headed the Cuban delegation to the NARBA Interim Conference in Washington in February 1946, when Cuba captured major concessions on several clear and regional channels. He subsequently dropped out of the Government. Now back in his old post, he undoubtedly will head the Cuban delegation to the 1949 NARBA conference, to be held in Canada.

Mr. Maristany expressed his opposition to continuing the present treaty at a luncheon given by the Cuban Assn. of Broadcasters honoring the new Minister of Communications, Virgilio Perez.

Probable Government Backing

Cuban sources pointed out that he is a personal friend of the new President, Carlos Prio Socarras. They cited this as additional support of their belief that Mr. Maristany's views will have Government backing.

The U. S. meanwhile is at grips with another pre-NARBA Conference problem: The issue of clear channels and maximum power. It was the pendency of this question which occasioned, in part, the year's delay in the NARBA conference.

Though the question is still unsettled, FCC is now actively at work on formulation of the decisions [CLOSED CIRCUIT, Nov. 1]. This will determine which clear channels will be broken down, if any, and whether power above 50 kw will be permitted. Until this question of domestic use is decided, the U. S. can't make recommendations for international use.

NARBA signatories are Cuba, Canada, Haiti, the Dominican Republic, the Bahamas, Newfoundland, Mexico, and the U. S.

CUBAN INTRIGUE

Infiltration by Peron Charged by Network

CHARGES that Argentine President Juan Peron is attempting to infiltrate all Latin American countries by gaining control of important stations highlight an intra-radio battle that is going on in Cuba.

One result of the fight has been the withdrawal of Amado Trinidad, president of the RHC Cadena Azul network, which recently started carrying pro-Peron editorials, from the Cuban Assn. of Broadcasters. He reportedly is trying to form a new association.

Reliable sources in Cuba reported these developments:

The RHC network, previously a supporter of the Inter-American Assn. of Broadcasters in its fight against Peron domination of Argentine radio [BROADCASTING, July 19], started in October to broadcast editorials favorable to the Peron government and attacking "Yankee imperialism."

Former Senator Eduardo R. Chibas then accused RHC President Trinidad of having agreed with Radio Belgrano in Argentina—allegedly for $250,000 a year for four years—to conduct a pro-Peron campaign in Cuba. Mr. Chibas repeated his accusation on Oct. 31 and said he had proof.

Attack From Fernandez

Meanwhile, Cuban Assn. of Broadcasters President Manolo Fernandez came out with a statement, carried by almost all Cuban stations, attacking Mr. Trinidad and demanding that he explain his position.

Goar Mestre, director general of the CMQ Network and recently elected president of the Inter-American Assn. of Broadcasters, went on the air a few days later with a 25-minute speech detailing Mr. Trinidad's reversal of position. He similarly called upon Mr. Trinidad for an explanation to the Cuban public.

In his speech, carried by CMQ four times on Oct. 28 and three times on Oct. 29, Mr. Mestre also discussed Argentine radio and accused President Peron of attempting to penetrate all Latin American countries by securing control of a few stations.

At the IAAB meeting, held in Buenos Aires last July, 14 nations went on record upholding earlier findings by the association that the Peron government had virtually taken over private broadcasting in Argentina. Mr. Mestre led the condemnation movement and subsequently left the country as a result of official suggestions.

FMA Liaison Group

COMMITTEE to serve as liaison with the FCC was named last week by William E. Ware, KFMX (FM) Council Bluffs, Iowa, president of FM Assn. The committee meets occasionally with FCC officials to discuss common problems. Membership includes C. M. Jansky Jr., Jansky & Bailey, chairman; Everett Dillard, WASH Washington; Leonard H. Marks, FMA general counsel; J. N. (Bill) Bailey, FMA executive director.

CONFESIÓN . . . . AN EDITORIAL

QUITE a few of our discerning readers (and they're the best anywhere) have asked us about the ominous quiet pervading our battle of last summer with Peron dictatorship in Argentina. Senor Peron's minions, it will be recalled, pilfered our mail and published stuff on the front page of the kept press about a deep-dyed plot by us, in cahoots with the Inter-American Assn. of Broadcasters, to discredit Argentina and spread "Yankee imperialism."

Thereafter, pandemonium. Acting Chairman Tobey of Senate Interstate Commerce Committee asked Secretary of State Marshall for an explanation. Secretary Marshall reported that our Ambassador, James Bruce, was flying back to the States and would report. Bodily harm had been threatened to our special correspondent in Buenos Aires, Herbert Clark. Goar Mestre, president of IAAB, and a leader in Latin-American radio, found it expedient to retreat to Montevideo and carry on his fight, which he has done courageously since.

For intrigue and fantasy, it was as if plucked from fiction. Why did we lay off, then, in mid-stream?

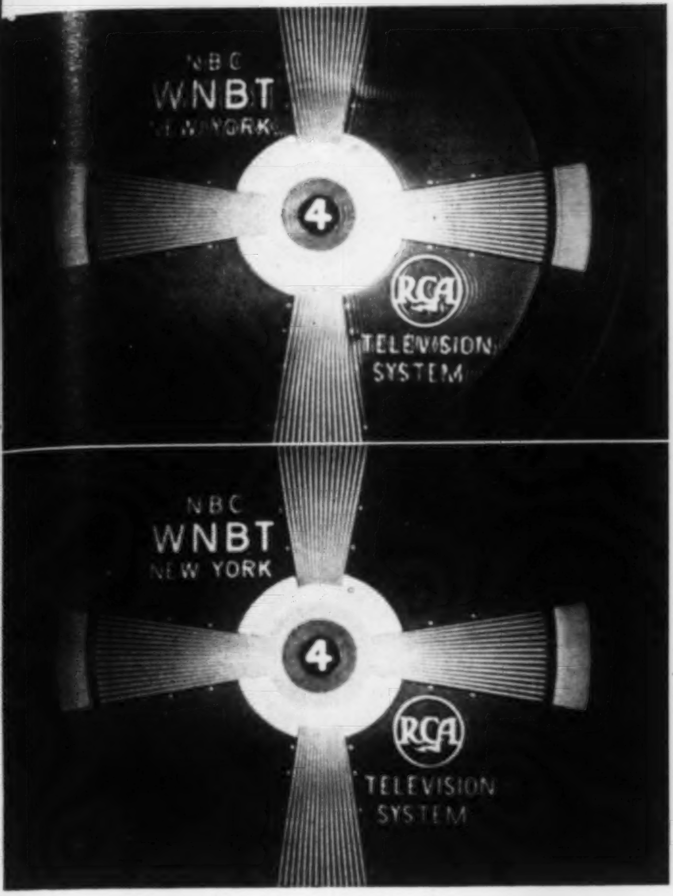
We have a confession. We were importuned by officials of our Government to keep our editorial shirts on, in the interest of hemispheric solidarity and of the explosive international situation. As good citizens, we stood by, but with the understanding that we would break loose if there was further provocation.

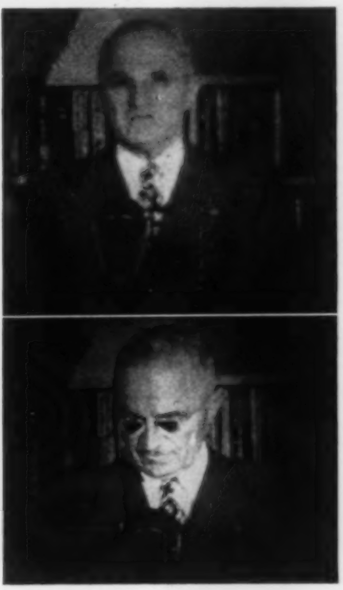
There was and is. And we won't stand still. As you'll read in this issue, Senor Peron is moving toward seizure of control of radio throughout Latin America. He has already taken over, through stooge corporations, practically everything in Argentina, though the stations continue to function commercially. The report that he has subsidized Cuba's second network, RHC Cadena Azul, remains unchallenged, although the charge has been broadcast and rebroadcast by virtually all other stations in Cuba.

What's Peron's game? His newspapers have been fostering a Latin-American alliance against "North American imperialism." Because he can't get "cooperation" by dint of ideological persuasion, he's buying his way in. It is alleged that he's paying RHC in tiny Cuba $250,000 a year for four years in return for a pro-Peron campaign.

The charge is that Peron is seeking to infiltrate every country in Latin America by gaining control of the important stations. There isn't an adult memory too short to remember how it started in Berlin and Rome. First freedom of the press went out the window. That radio which was not dictator-controlled was soon absorbed. When a nation fell, the radio was taken over first.

Then why are our diplomats so timid about Peron? The Monroe Doctrine may not cover radio, but radio covers our hemisphere.





PHILCO VICE PRESIDENT David B. Smith offered FCC these pictures to support his claim that television transmission on AT&T's New York-to-Philadelphia coaxial cable is generally inferior to Philco Corp.'s radio relay [BROADCASTING, Nov. 8]. Top photos are via AT&T; bottom, via Philco. AT&T hasn't had an opportunity to cross-examine. Examination will come when the hearing (FCC's investigation of AT&T and Western Union rates for TV network facilities) resumes Dec. 1 (formerly slated Dec. 27).

NAB Group Studies Video Music Rights

HOW WELL would the television rights ASCAP has requested of its members serve the country's TV broadcasters?

In an effort to answer that question, TV subcommittee of NAB Music Advisory Committee is collecting data on all TV broadcasts for a sample week, Theodore C. Streibert, president of WOR New York, and chairman of the overall music committee, said last week.

The NAB group will turn this information over to an ASCAP committee which will proceed to analyze the programs to see which ones would be covered by the proposed general license forms and which would require special licensing. After ASCAP has completed this task the two committees will meet again to discuss the findings. No date for this meeting has been set.

Meanwhile, negotiations on the standard broadcasting front are at a standstill, Mr. Streibert said. He added that there is every indication that ASCAP will permit the Dec. 31 deadline to go by without asking for any increase in the rates presently paid for the use of its music by aural broadcasters. But he made it plain that ASCAP has as yet made no definite announcement to that effect.

The matter of rates for cooperative network programs is the only major problem still unsettled, he said.

Robert P. Myers, NBC assistant general counsel and chairman of the television subcommittee, said that while ASCAP negotiations are in progress he has secured from practically every major music publisher except the so-called MGM group the right to use their music without charge for delayed broadcasts via television transcriptions (kinescopic films). The MGM group includes Leo Feist Inc., Miller Music Corp., Robbins Music Corp. and their subsidiary companies. This group is also reported to be the major holdout among ASCAP publisher members in granting the society the video licensing rights it has requested.

WGN-TV NOW CBS

Becomes Chicago Key

WGN-TV, the *Chicago Tribune* video station, Wednesday became the key outlet in Chicago for the CBS Television Network.

An affiliation agreement was negotiated by H. Leslie Atlass, CBS vice president in charge of the Central Division; Frank B. Falknor, assistant general manager of WBBM, Columbia-owned outlet in Chicago, and Frank P. Schreiber, manager and treasurer of WGN Inc.

Akerberg Announces

Herber V. Akerberg, CBS vice president in charge of station relations, made the announcement in Chicago. He said that in acquiring a television outlet in the midwest metropolis the CBS TV Network increased to 16 the number of major cities in which it has video stations.

Included are New York, Boston, Schenectady, New Haven, Philadelphia, Baltimore, Washington, Atlanta, Detroit, Toledo, Milwaukee, Cleveland, Houston, Los Angeles and Seattle.

WGN-TV will make available its studio and production facilities as well as the use of its mobile equipment for remote control originations. This arrangement will make it possible some time in the future for CBS-TV to originate both commercial and sustaining network programs from Chicago.

"The agreement with the CBS Television Network will make the many fine CBS national video programs available to Chicago televiewers over WGN-TV," said Mr. Schreiber.

"This new agreement with CBS now gives WGN-TV viewers the benefit of programming both from CBS and the DuMont TV Network and will also present programs from Mutual's TV Network when the latter service becomes available.

"WPIX New York, WGN-TV's sister station, also will be a source of programming from New York and an outlet for general programming in New York . . . Service will be started as soon as possible."

Mr. Schreiber announced that WGN-TV, now located in the Chicago Daily News Bldg., will move within a few months into its new quarters in the *Tribune's* new Centennial Bldg. The station will carry all available CBS TV commercial programs by television recording until microwave relay or coaxial cable connects Chicago with the eastern CBS Television Network shortly after the first of the year, he said.

KTLA Samples

ONCE or twice a week, KTLA Hollywood is sampling viewing habits of Los Angeles area listeners via telephone, Klaus Landsberg, general manager, revealed last week. Each sample contains 200 telephone calls and involves one program at a time.

Television stories, on other pages, in this issue:

CBS Video Network Plans Discussed........ 30
TV Research Mulled at Chicago Session........ 32
San Francisco Video Preview Released........ 41
CBS Television Clinic Jan. 21-23........ 43
FCC Asked to State Stand on Video Construction........ 50
City Studies Video Outlet With WNYC........ 66
TV to Stay But Won't Replace AM, Says WBAP-TV's Andrews........ 84
Newsmen See ABC Video Recordings Preview........ 86
Smaller TV Antenna Needed, Baker Tells IRE-RMA........ 92
Texaco Show Leads The Pulse's TV Ratings........ 96
WATV Off Air Three Days to Install Antenna........ 96
Baltimore Schools to Rule on TV Shows........ 100
DuMont Introduces Metal Tube for TV Receivers........ 106
WABD Enthusiastic About Daytime Television........ 107
Television Eyestrain Survey........ 112

For television personnel changes, programs, ets., see various notes departments in this issue

BLUEBONNET BEER Gets A-Head With Radi

By JULIAN STAGG

SPORTSCASTS on regional stations—plus a hauntingly catchy spot—are doing a job in Texas for radio-minded Bluebonnet Beer (Dallas-Fort Worth Brewing Co., Dallas).

Switching from entertainment and musical shows, Bluebonnet last spring began using 5-minute daily afternoon sportscasts on WRR Dallas, KFDX Witchita Falls, WACO Waco, KFRO Longview and KXTL San Angelo, supplemented by spots on 11 other stations, plus a weekly full hour hillbilly program on 50 kw KRLD Dallas.

Spots were also used in Dallas and Fort Worth during broadcasts of major league games.

Rounding out its stepped-up timebuying, Bluebonnet signed up for a weekly television show this month after WBAP-TV Fort Worth brought video to the territory.

Growth Curve

Small compared with national names in beer, Bluebonnet can boast a growth curve which shows a yearly budget jump for advertising to about $125,000 now against $20,000 in 1943, accompanied by a 50% sales rise. The total was about 16 million bottles sold last year.

Radio gets 60% of the budget, the rest being shared by newspapers, outdoor and point-of-sale.

Explaining decision to use sportscasts, Harry B. Heutel, 29-year-old Bluebonnet sales promotion and advertising director, says:

"For a small-budget brewery to reap maximum returns on advertising expenditures, we decided on a radio pattern of sportscasts on regional stations. Following this pattern, maximum sports listeners are reached without complete game sponsorship of sporting events."

Few spots in the Southwest are as well known as the three-year-old Bluebonnet chant.

A cross-section check of 1,000 people who had heard any beer advertising found 72% who recalled the Bluebonnet spot, including 34% who knew all the words.

At the State Fair of Texas one year, 15,000 copies of a pamphlet about the chant were handed out.

Sonovox Trick

Trick use of a Sonovox device accounts for a strange organ tone to the chanting voice. A few bars stolen from Strauss, the Waltz King, give the jingle its tuneful catchiness:

"Bluebonnet beer, you'll drink and cheer,
"You'll drink and cheer Bluebonnet beer,
"To quench your thirst remember first
"Good old Bluebonnet beer."

Stations currently carrying the Bluebonnet spot alone are WBAP, KFJZ, KXOL and KWBC, Fort Worth, KLIF and KSKY, Dallas, KWTX Waco, KTEM Temple, KGHI Brenham, KORA Bryan and KORC Mineral Wells.

It is also heard on all sportscasts, on the Wednesday 10:30-11:30 p.m. KRLD *Hillbilly Hit Parade*, and now in animated form on video.

Beer-bottle marionettes render the 30-second ditty before the Bluebonnet newsreel is presented Friday nights on WBAP-TV.

A group with experience in the St. Louis brewing industry, including Mr. Heutel and members of his family, launched Bluebonnet in Texas in 1941.

At the start, Harold Mesberg, formerly of BBDO and now an advertising consultant in New York, was a principal in the company, but withdrew when war curtailed brewery production and attendant sales-advertising plans.

Grant Handles Account

In 1944 the Bluebonnet account was placed with Grant Advertising, Dallas, where R. B. Moreland, vice-president, directs the current radio campaign.

Radio use was a factor in winning for Bluebonnet second pri at the Small Brewers' Assn. convention in 1945 for overall adve tising and promotion.

Bluebonnet is distributed main in north Texas and surroundin points. "First for thirst" a "brewery fresh" (a regional angl are motifs in radio commercials.

* * *

Advertising Manager Heutel (l Henry K. Maas (seated), sal manager, and R. B. Morelan Grant vice president, discuss Blu bonnet's latest radio step—a pr gram on WBAP-TV Fort Wort

TRANSITCASTING Soon in Four Major Cities

TRANSITCASTING, little more than a dream one year ago, will soon be furnishing bus and streetcar riders in four major cities an estimated 56 million musically-soothed rides monthly. Approximately 2,450 public vehicles will be used in the service.

Latest city to adopt the Transit FM plan is St. Louis. Officials of the St. Louis Public Service Co. revealed last Monday that installation of radio receivers in 1,000 buses and 300 streamlined streetcars of the company's 1,800 vehicles has begun. Installation will require several months.

Other Principals

Other principals in the agreement are Transit Radio of Cincinnati, prime-mover in the plan, and KXOK-FM St. Louis, which will furnish music, news and announcements.

The plan was given an overwhelming vote of approval by transit-riders when a 10-day trial was conducted in St. Louis last August. A total of 7,980 riders were asked if they would like to have the "music-as-you-ride" plan as a regular service of the transit firm. Only 1.7% were opposed and 90.3% favored such service.

Supplemental to the survey on vehicles, research personnel visited 3,578 homes near the test routes. Over half of those interviewed had traveled on a radio-equipped bus and of this number 90.2% favored the plan.

Interviews with 519 bus operators who drove the test vehicles showed 93% of the drivers felt service should be extended throughout the entire system.

Other cities where permanent installations have been or are in the process of being made are Cincinnati, Houston and Scranton-Wilkes-Barre. A total of 7.5 million rides are taken monthly on the 150 vehicles of the Wilkes-Barre Transit Corp., which last April agreed with Transit Radio and WIZZ (FM) Wilkes-Barre to equip 100 of its vehicles serving the Scranton-Wilkes-Barre area.

More than 45.3 million rides monthly are taken on the 1,180 vehicles of the St. Louis Public Service Co.

Sales messages and radio fare of KPRC-FM Houston will be furnished customers of the Houston Transit Co., who take more than 11,926,000 rides a month on the firm's 600 vehicles. The transit company has started installing sets on 200 vehicles and will equip 400 more during the early part of 1949.

WCTS (FM) to Originate

Three hundred of the 940 vehicles of the Cincinnati Street Railway Co. are being equipped with FM receivers in accordance with an agreement reached with Transit Radio. Broadcasts originate with WCTS (FM) Cincinnati. Records indicate more than 17.93 million rides are taken monthly on this line.

WMTC (FM), whose president, Hulbert Taft Jr., serves in a like capacity with Transit Radio, als originates broadcasts to vehicles of the Cincinnati, Newport & Covington Railway Co. serving northern Kentucky. Installations are being made in 120 of the company's 150 vehicles on which more than 3.57 million rides are taken monthly. The remaining 30 vehicles will be equipped at a later date.

Contract negotiations are known to be well advanced also in Washington, Baltimore, Cleveland, Indianapolis and Kansas City, where, exclusive of suburban lines, bus companies furnish an aggregate greatly exceeding 136.75 million rides monthly.

Officials of the New York City Transit Co. acknowledge being approached by several companies on the installation of an FM system. Although they plan to cooperate in tests, no definite plans have been made for trial operations.

Test receivers have also been dispatched for trial runs in New York, Philadelphia and Seattle where passengers take more than 220 million rides monthly on over 9,500 busses and streetcars.

Capital Transit Co. officials told BROADCASTING last Wednesday its negotiations with WWDC-FM

(Continued on page 86)

Field's Store Uses TV In Christmas Campaign

CHRISTMAS campaign of Marshall Field and Co., Chicago department store, will be intensified beginning today (Monday) by sponsorship of "*The Adventures of Uncle Mistletoe*" Mondays, Tuesdays, Wednesdays and Fridays, 6:45-7 p.m. CST, on WENR-TV, ABC's key Midwest video outlet.

Program features a red-coated puppet, first conceived by Field's two years ago, in a series of exploits with cartoon and human characters during the pre-holiday season.

The series is written by Raymond Chan and produced by Gregg Garrison of WENR-TV. Skeets Minton manipulates the puppet, while Johnny Coons does the vocal work. Cartoons have been drawn by Sam Singer, formerly of the Disney Studios. Jennifer Holt, Chicago actress, will enact the role of Aunt Molly.

Foote, Cone & Belding is agency for Field's.

CODE WEAPON

NAB Group Asks Contract Clause

By J. FRANK BEATTY

NEW code-enforcement weapon—inclusion of a code clause in advertising contracts—will come before NAB's board of directors when it meets Tuesday in Washington for a three-day session.

This potent device was urged upon the board by the NAB Program Executive Committee, where the early drafts of the Standards of Practice were conceived and nurtured. The committee met Thursday and Friday at NAB headquarters.

Ways of making the code click occupied most of the Thursday session of the committee. Among other actions, the committee:

- Urged that a TV program executive be added to the NAB Program Dept. "at once."
- Started movement to develop youth programs on an important scale.
- Recommended that a truly representative code interpretation committee be named by President Justin Miller.
- Heard report of station roundup showing widespread sentiment for code adherence.
- Named Cal Smith, KFAC Los Angeles, to sit today (Monday) at sessions of the board code committee as independents' representative.
- Suggested prime method of code observance be an educational process.
- Reaffirmed committee's stand on value of the Standards of Practice.

Code Discussion

Throwing aside the prepared agenda Thursday morning, the committee quickly jumped into a lively code discussion. By the end of the day the members had unanimously agreed that the code must have "guts" behind the enforcement if it is to stand up as a living set of standards to which stations subscribe in their program and advertising operations.

Judge Miller sat through the Thursday sessions and again participated Friday when code discussion was resumed and other problems were considered. When suggestion was made that the board's temporary code committee have an independent member, the judge named Mr. Smith who agreed to leave Los Angeles in time for today's meeting.

Aim of the discussions was to develop ideas which will make the standards more successful. While the basic technique should be through an educational campaign, in the committee's opinion, it also came up with the plan to have a code clause inserted in standard NAB contracts.

Urge Agency Standards

This idea envisions a similar clause in the American Assn. of Advertising Agencies contracts, which follow the pattern of NAB's standard contracts. The committee hopes that AAAA and the Assn. of National Advertisers as well as other interested groups will join in promoting enforcement of the standards.

The code resolutions adopted Thursday follow:

Resolved, that the Program Executive Committee recommend that the board empower Judge Miller to appoint a Standards of Practice interpretation committee for the purpose of assisting and advising broadcasters in their observance of the Standards of Practice and that said committee be fully representative of the broadcasting industry.

Resolved, that the Program Executive Committee reaffrm its views as to the importance of the Standards of Practice and recommend to the Board of Directors that the prime concept in the beginning about observance of the Standards of Practice be an educational process and that the board be urged to institute such action to implement the educational process among stations, advertisers, agencies, the public and all others concerned.

Resolved, that the Program Executive Committee recommend to the Board of Directors that adherence to the Standards of Practice be included in all contracts between stations and advertisers and that the Assn. of National Advertisers and the American Assn. of Advertising Agencies be urged to cooperate to achieve this end and this provision be added to the standard contract already approved by the board.

Harold Fair, NAB Program Dept. director, reported to the committee on an informal roundup of station sentiment on observance of the standards and the problems involved. He said a random sample was used and that ideas were sought rather than specific figures on station adherence to the code.

No Important Difference

He told the committee that of 106 reporting stations, 101 said adherence was making no important difference in their operations. These stations are already in line or soon will be adhering. One independent and two network regionals said code adherence made some important changes in their operations.

Two stations flatly stated they were not conforming.

Purpose of this study, he explained, was to collect station views and not to find out how many are conforming to code provisions.

In calling for early appointment of a television assistant in the Program Dept., the committee repeated a request made to the board last spring. No action was taken on the request at the board's Los Angeles meeting.

Judge Miller reported on the juvenile delinquency drive. The committee took a broad view of the problem and decided NAB should start an extensive program drive to interest youth. It called for cooperation from the American Bar Assn., boys clubs, women's clubs and similar organizations, with a series of panels proposed.

Names Subcommittee

The committee called for appointment of a subcommittee of persons on the program level with experience in building shows to develop a campaign of youth broadcasts.

Presiding at the two-day session was John S. Hayes, WINX Washington, committee chairman. Others present were Edgar L. Bill, WMBD Peoria, Ill.; Arthur B. Church, KMBC Kansas City; Ted Cott, WNEW New York; Charles Worcester, WMT Cedar Rapids; E. R. Vadeboncoeur, WSYR Syracuse.

Absent were Walter J. Brown, WORD Spartanburg, S. C., and Harry C. Butcher, KIST Santa Barbara. The two board liaison members did not attend. They are Robert Enoch, KTOK Oklahoma City, and Harold E. Fellows, WEEI Boston.

Joins Ranks Himself

SAM HAYES, NBC newscaster for General Mills (Wheaties), has often told of prominent golfers who made a hole-in-one and are rewarded for their triumph with a box of his sponsor's product. The other day Mr. Hayes found himself at the lucky end of a tee-cup. He now awaits his box of Wheaties.

RADIO WEEK

Competition High in Contest

NATIONAL Radio Week, fourth edition, got under way over the weekend setting in motion a nationwide observance far surpassing any past celebration.

In thousands of schools this morning (Monday) high school students are competing in the "Voice of Democracy" contest and in thousands of stores special open house events are in progress.

All industry elements are staging appropriate ceremonies this week, with more than a score of national associations cooperating. The U. S. Junior Chamber of Commerce is joining with NAB, Radio Mfrs. Assn. and the U. S. Office of Education in leading the observance.

NAB late last week upped its prediction of entries in the "Voice of Democracy" contest to 200,000, tenfold the number entered last year. Junior Chambers are conducting contests in all cities where there are chapters and have aided in forming local committees in other communities.

Richards Addresses Luncheon

One of the pre-week events was a luncheon held Thursday by the Philadelphia Junior Chamber chapter. Mayor Bernard Samuel proclaimed Nov. 14-20 National Radio & Television Week at the luncheon, which also was addressed by Robert K. Richards, NAB Public Relations director.

Participation of manufacturers and dealers in the week far surpasses past years, according to W. B. McGill, Westinghouse Radio Stations advertising director and head of the joint Radio Week Committee.

McGill Pioneer

Mr. McGill has sparked the annual event since its inception in 1945, when radio's 25th anniversary was observed. He said newspapers have shown general interest in the co-op dealer advertising display pages prepared by RMA.

Attorney General Tom Clark will be heard on ABC this evening (Monday) during the 7-7:15 *Headline Edition* program. He will be interviewed by John Edwards on the "Voice of Democracy" contest. ABC's Radio Week activities include announcements and mentions on programs. The network will present last year's contest winners during awards week on its *Youth Asks the Government* program.

CBS observance will include portions of the Robert Q. Lewis and Arthur Godfrey programs. MBS has two scheduled broadcasts to outline objectives of the week and the contest. Edgar Kobak, MBS president, was to appear at 1:45 p.m. yesterday (Sunday) to present the Junior Achievement Radio Award. Next Friday Henry Fonda is scheduled to read Lincoln's Gettysburg Address from Gettysburg, Pa., as the Freedom Train starts its second annual tour.

NBC will devote an edition of its documentary, *Living—1948*, to National Radio Week, and a schedule of spot announcements was arranged.

First Winner

Winner of the first "Voice of Democracy" contest, staged in advance at Wichita, Kans., was Joan Olden, 15-year-old pupil in Cathedral High School. She qualified for state eliminations. A picture-story of the Wichita contest was prepared for its Nov. 14 issue by *Parade*, syndicated newspaper magazine supplement.

The Wichita contest was conducted by the local Junior Chamber of Commerce chapter in cooperation with principals, broadcasters and radio dealers.

CBS Video Network Plans Are Discussed

Columbia Affiliates Advisory Board Holds N. Y. Meeting

STATUS and future plans of the CBS video network occupied a top spot on the agenda for the second 1948 meeting of the CBS affiliates advisory board. Meeting was held last Wednesday and Thursday at the network's headquarters in New York.

Members of the board attending the sessions were: I. R. Lounsberry, WGR Buffalo, chairman, representing District 2; E. E. Hill, WTAG Worcester, Mass., secretary, District 1; C. T. Lucy, WRVA Richmond, Va., District 3; Glenn Marshall Jr., WMBR Jacksonville, Fla., District 4; Howard Sumerville, WWL New Orleans, District 5; Richard Borel, WBNS Columbus, Ohio, District 6; William Quarton, WMT Cedar Rapids, Iowa, District 7; Kenyon Brown, KWFT Wichita Falls, Tex., District 8; Clyde Coombs, KARM Fresno, Calif., District 9.

Executives Present

CBS executives present included: Frank Stanton, president; Joseph H. Ream, executive vice president; Vice Presidents, Adrian Murphy, Howard S. Meighan, Lawrence Lowman; Herbert V. Akerberg, vice president in charge of station relations; J. Kelly Smith, vice president and director of station administration; William C. Gittinger, vice president in charge of sales. Hubbell Robinson Jr., vice president and director of programs; Davidson Taylor, vice president and director of public affairs; Victor M. Ratner, vice president in charge of advertising and sales promotion; Earl Gammons, vice president and director of CBS Washington office; J. L. Van Volkenburg, vice president and director of television operations; William B. Lodge, vice president and director of general engineering; Samuel R. Deans, treasurer and comptroller; Oscar Katz, director of research, and William A. Schudt Jr., director of station relations; Ed Buckalew, Western Division manager, station relations; E. E. Hall, Eastern Division manager, station relations.

The advisory board expressed great satisfaction with the progress made during the past year by CBS in network package programming and network sales. The board concluded its two-day meeting Thursday by unanimously adopting resolutions commending network efforts in those fields.

Discuss Problems

All nine members of the board, which represents the 171 independently-owned CBS affiliates, attended the sessions at which they discussed with CBS officials problems of mutual station and network interest.

Citing the purchase of the Amos 'n' Andy properties, the CAAB formally commended CBS personnel "for the outstanding program operations which have already proved successful and which hold such long-range advantage to CBS and its affiliated stations."

Action on CBS program operations was described as "one of the most forward looking operations in the entire broadcasting field."

The CAAB also endorsed the network's promotion efforts and plans for the all-industry film being prepared to illustrate radio's place in American life. Activities of CBS TV network reports on CAAB district meetings, a discussion of research and ratings services and a report on Columbia's new long-playing records development highlighted the two-day sessions.

HF SCRAMBLE

Mexican Sessions Lively

INTERNATIONAL grab for choice high-frequency broadcasting channels began to take shape last week as delegates to the Mexico City conference completed their third week of meetings.

At stake in the proceedings—known as the International High-Frequency Broadcasting Conference—are many standard broadcast channels including 540 kc. These channels are not on the agenda, but like NARBA they hover in the background during the critical informal and behind-scenes meetings.

NAB's two-man delegation, in the thick of the diplomatic and engineering forays, returned to Washington last Thursday to report to President Justin Miller and the NAB board of directors. Sitting as observers for the industry are Royal V. Howard, NAB Engineeding Dept. director, and Forney A. Rankin, executive assistant to the president.

With preliminary skirmishes over, the conference has settled down to its long-range task of working out a high-frequency broadcast formula. Russia last week tossed in its priorities plan by which frequencies would be assigned to nations on the basis of area, population, diversity of languages and available communications facilities.

The United Kingdom has presented documents on basic principles, described as anti-priority. The United States position is based on an allocation based on engineering standards and equitable apportionment. It desires sufficient channels to do the "Voice of America" job.

MacArthur Group

Gen. Douglas MacArthur's delegation (Supreme Command Allied Powers) was admitted on an observer basis by the plenary conference over loud objections by Russians. Outer Mongolia also was admitted on this basis.

Conference developments are receiving a big play in the Mexican press, according to Mr. Howard. Newspapers quoted Augustin Garcia Lopez, Mexican Secretary of Communications & Public Works and conference president, as saying that Russians are not using obstructionist tactics.

Mexicans are asking more frequencies than the United States, according to the newspapers, which also state that U. S. has reduced its demands to a realistic figure but no other country will yield an inch.

Messrs. Howard and Rankin will review conference developments for the board's benefit during the three-day board meeting starting Tuesday.

According to the Dept. of State the U. S. delegation is exercising leadership in the technical field since it is the only source of useful propagation data.

Mr. Howard is working with the technical committee at Mexico City and serving as engineering expert. He serves as advisor on technical problems to many countries, particularly in the field of directional antennas and propagation. This activity helps build up world interest in good engineering practices and adherence to frequency assignments, with U. S. broadcasters likely to benefit as other nations improve their technical operations.

Assistance to other nations in setting up frequency tolerances, propagation curves and similar standards will be reflected in final results of the conference, according to U. S. delegates.

Curves Completed

A U. S. committee has completed the huge task of preparing propagation curves for the world covering minimum and maximum sunspot cycles. Over 1,000 charts were prepared. Committee members were Kenneth A. Norton and Jack W. Herbstreit, U. S. Bureau of Standards; James P. Veatch, NBC, and A. Prose Walker, FCC.

Mr. Rankin is active in a number of conference committees, including those on plans and general principles.

An important phase of the conference, according to Mr. Howard, is the general use being made of a set of recordings used in the FCC's clear channel hearings. These recordings show atmospheric and industrial interference as well as co-channel interference.

A vast amount of technical work remains to be done, Mr. Howard said. Many of the major developments are still centered in committees.

The U. S. delegation is working night and day in its efforts to provide needed technical data for conference use and to maintain this country's position. Ambassador R. Henry Norweb, delegation chairman, frequently follows up midnight sessions with pre-breakfast conferences.

Eight committees are handling the main conference activity. They are coordinating, credentials, general principles, technical, requirements, plans, implementation and drafting.

AMERICANS at Mexico City high-frequency conference follow multi-tongue discussions by earphone. Left to right: Col. A. Gael Simson, Army; Fred H. Trimmer, State Dept.; (in background) Raymond T. Harrell, U. S. Embassy, Havana, and Joseph Kittner, FCC; Ambassador R. Henry Norweb, delegation chairman; (in background) Dudley G. Singer, U. S. Embassy, Mexico City; Frances Colt De Wolfe, State Dept.; (in background) Raymond F. Guy, NBC; George E. Sterling, FCC; Royal V. Howard, NAB.

L.A. Set Total for TV Now Quoted at 57,406

THERE were 57,406 television sets in Los Angeles as of Nov. 1, according to William Quinn, managing director of the Southern California Radio and Electrical Appliances Assn. This figure is a substantial jump over any prior estimates but is reportedly a compilation of the sales results reported to the association by every set distributor in the area.

Mr. Quinn advised BROADCASTING that confidential reports will henceforth be submitted to his office by each distributor and a monthly status will then be reported in one total.

OPENING COMMERCIALS ARE REMEMBERED BY IOWA LISTENERS!

THE 1948 Iowa Radio Audience Survey ★ proves that Iowa listeners *remember the opening commercial* of the first program heard each day, and can later *identify the product!*

48.3% of Iowa women and *47.3%* of Iowa men report they hear the first commercial of the day's first program. *70.7%* of the women and *65.3%* of the men could definitely identify the product advertised . . . Conclusion: Iowa radio listeners give extraordinary listenership to radio!

The 1948 Iowa Radio Audience Survey is *full* of just such "new information not previously gathered about listening habits in Iowa," as well as the newest and most up-to-date revisions of standard information on station and program preferences, etc.

Send for your complimentary copy *today!* Write us or Free & Peters.

★ The 1948 Iowa Radio Audience Survey is a "must" for every advertising, sales, or marketing man who is interested in the Iowa sales-potential.

The 1948 Edition is the *eleventh* annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff, is based on personal interviews of 9,224 Iowa families, scientifically selected from the city, town, village and farm audience.

As a service to the sales, advertising, and research professions, WHO will gladly send a copy of the 1948 Survey to anyone interested in the subjects covered.

WHO

+ *for* Iowa PLUS +

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives

Woven Into The Life Of America*

And we like to feel that WHHM is woven into the life of Memphis.

For WHHM gives music, news and sports, 24 hours daily, the way folks prefer them.

That this pays off in listeners is shown by the way that ever-loyal audience boosts those Happy Hoopers.

That this pays off for advertisers who know that:

WHHM DELIVERS
MORE
LISTENERS
PER DOLLAR
IN MEMPHIS

WHHM
A Part of Memphis Living
Memphis, Tenn.

Pat McDonald, Manager
FORJOE & CO., Representatives

* Burlington Mills Uses This Slogan

Member
Association of
Independent
Metropolitan Stations

1888 Edmund Maxwell Stoer 1948

EDMUND MAXWELL STOER, 60, vice president, director and general manager of Hearst Radio Inc., New York, died in his sleep Sunday, Nov. 7, at his home in Jamaica, L. I. He had been ill with heart trouble for the last few years.

A native of Dublin, Ireland, Mr. Stoer came to the United States, settling first in Canada, shortly after World War I, in which he served as a major in the Royal Irish Regiment.

Mr. Stoer joined the Hearst organization in June 1926, entering the general financing and auditing department. He became chief accountant for Hearst Radio in July 1937. In August of 1938 he was appointed general manager and in January 1944, was named vice president and director.

Mr. STOER

Mr. Stoer relinquished the general managership in July 1944, reassuming it permanently in July 1946.

Surviving are his wife, Mrs. Ada Elizabeth Stoer; a son, 1st Lieut. John Standish Stoer, and two daughters—Dierde and Maxine. A third daughter, Hazel, died about seven years ago.

FAIRBANKS FORMING MUSIC SUBSIDIARY

FAIRBANKS Music Publishing Co. has been formed in Hollywood by Jerry Fairbanks as subsidiary of Jerry Fairbanks Inc., TV production firm. Heading firm will be Nat Winecoff, former West Coast representative of Southern Music Publishing Co. and Paramount Studios music department executive. Operations are scheduled to begin shortly after first of year.

Firm will be mainly concerned, according to Mr. Fairbanks, with obtaining tunes for television films as well as making its properties available for live video shows and theatrical pictures. It eventually plans to publish sheet music and make recordings for home and radio use.

Need for the organization arose, said Mr. Fairbanks, because of lack of available television properties and limited use of available music for television. Present available tunes are licensed for 30 days or less, and television film producers, he said, require clearances for music for at least four years. New firm aims to give television its first complete clearances.

ICAO Delegates Named

EDWIN L. WHITE, chief of FCC's Aviation Engineering Division and Clifford P. Burton, Civil Aeronautics Administration, have been named members of the U. S. delegation to the first Regional Air Navigation Meeting of the International Civil Aviation Organization. The announcement was made by the State Dept. last Wednesday. The conference is scheduled to convene at New Delhi, India, Nov. 23 for three weeks. Mr. White will serve as an alternate delegate, while Mr. Burton has been appointed delegation chairman.

TV RESEARCH MULLED AT CHICAGO SESSION

VIDEO research in Chicago, both qualitative and quantitative, was analyzed by Allan Jay and Edward Graham of the Jay and Graham Research Organization, Chicago, last Wednesday at the regular luncheon meeting of the Chicago Television Council in the Tavern Club.

Mr. Jay and Mr. Graham, in stressing the importance of viewer surveys to production personnel and advertisers, explained the techniques of their Videodex, which asks 450 panel members in the Chicago area such questions as "Who was responsible for tuning in the (a certain) program?", "How clear are the pictures?", "What do you think of the personalities and the commercial presentations?", and "How believable is the commercial?"

Interpreting some of the data they have collected since the organization began its surveys, Messrs. Jay and Graham said women comprise a large segment of the viewing audience, announcers are accepted as part of the talent on a show and commercials frequently are too long and interrupt program fare.

The 450-personal panel, selected at random from names supplied by set manufacturers and distributors, is supplemented by a second group of 200 for response on all phases of programming. Panel members have shown a preference for recent movies, sports and plays, in that order, Mr. Jay said.

NATIONAL BUREAU OF STANDARDS, Washington, has issued a revised map of standard time zones of U. S. and adjacent parts of Canada and Mexico. Map is available only from Superintendent of Documents, U. S. Govt. Printing Office, Washington, D. C., at 15¢ a copy.

On Guard!

This little pussycat, mascot in a New York station house, proudly guards the cop's hat and "persuader." And, come to think of it, those possessions of the policeman are symbols of the force that guards the whole community.

Time buyers are good guards too,—guards of the money their clients spend on radio advertising. They make sure they get full value for every dollar spent.

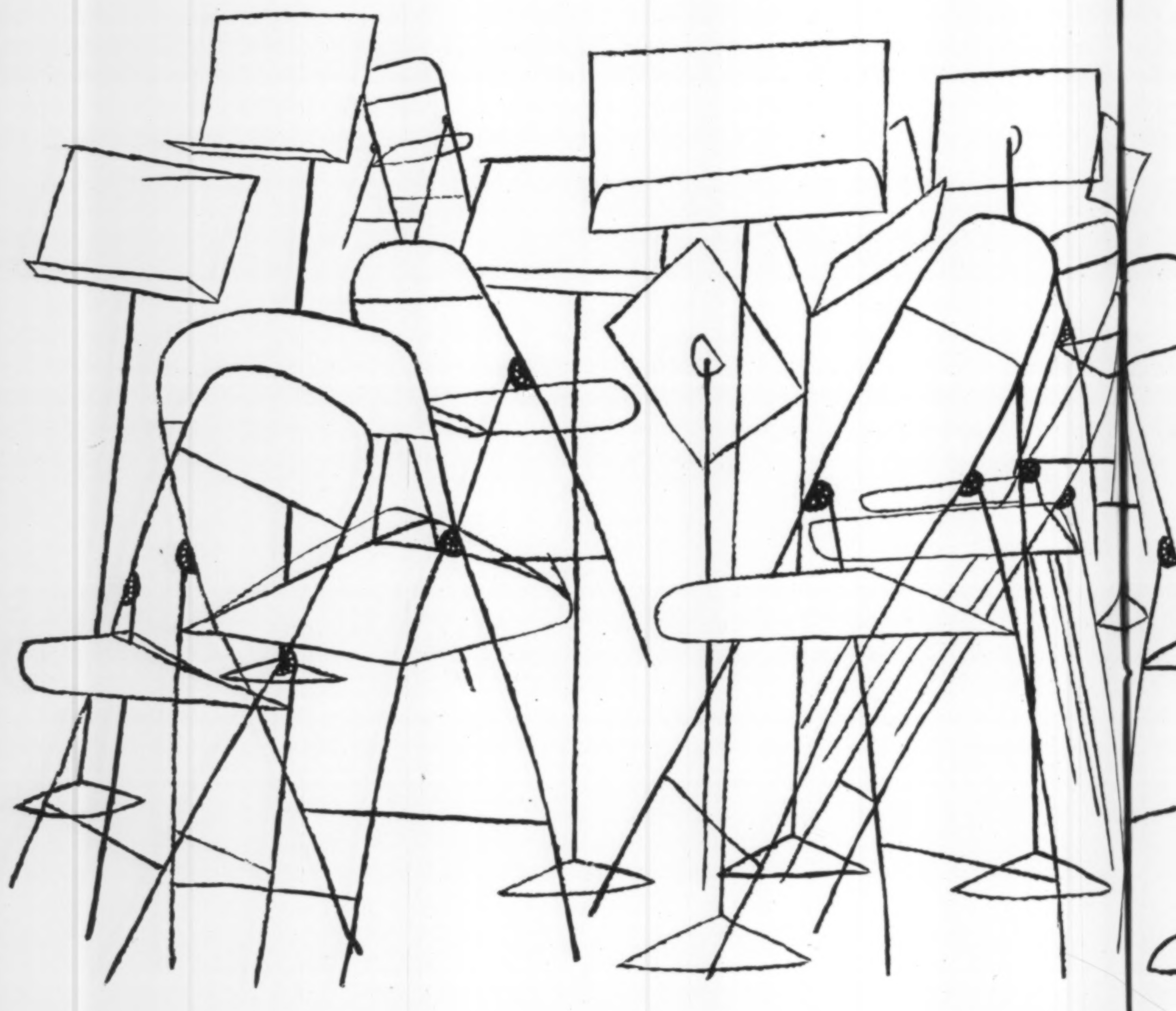
It's easy to do that in Baltimore, sixth largest market in the U.S. You just buy W·I·T·H, the BIG independent with the BIG audience.

W·I·T·H delivers more listeners-per-dollar than any other station in town, covers 92.3% of all the radio homes in the Baltimore trading area. So if you're looking for low-cost sales, call in your Headley-Reed man today and get the full W·I·T·H story.

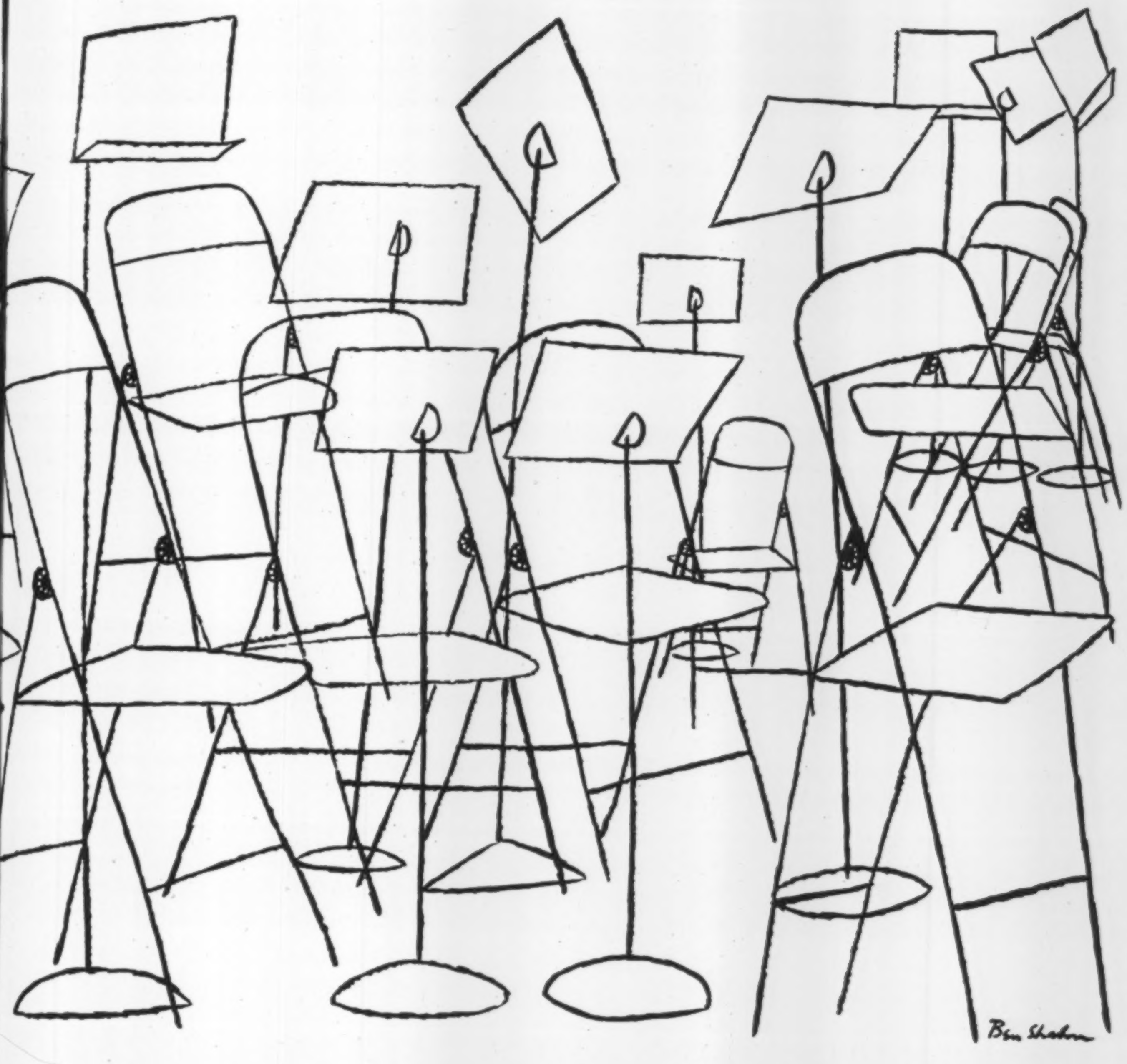
W·I·T·H

AM Baltimore Maryland **FM**

Tom Tinsley, *President* • *Represented by* Headley-Reed



The empty studio . . .



No voice is heard now. The music is still. The studio audience has gone home.

But the *work* of the broadcast has just begun. All through the week... *between* broadcasts... people everywhere are buying the things this program has asked them to buy. Week after week.

From the beginning, the country's shrewdest advertisers have chosen network radio to maintain this *weekly* contact with their customers.

And in all radio, no voice speaks today with more eloquent authority or economy than that of CBS—first choice, among all networks, of America's largest advertisers.

THE COLUMBIA BROADCASTING SYSTEM

CBS

Radios in Use Down For Late Poll Data

A SPECIAL C. E. Hooper survey made on the morning of Nov. 3, while results of the election were still in doubt, showed sets-in-use throughout the country as 36.7, it was reported last week.

Network-by-network ratings and shares of audience were: NBC 13.9 Hooperating and 37.8 share of audience; CBS 7.5 Hooperating and 20.5 share of audience; ABC 6.9 Hooperating and 18.8 share of audience, and MBS 4.3 Hooperating and 11.8 share of audience.

The special survey covered the period of 8 to 11 a.m. Nov. 3. Of the major networks only NBC continued its election coverage through Wednesday morning. Others returned to regular schedules with interruptions for late returns.

The 36.7 sets in use for Wednesday morning compared with the 54.7 sets in use revealed by a special Hooper survey made the evening before [BROADCASTING, Nov. 8].

TOP PACIFIC HOOPERATINGS—October 1948

Program	No. of Cities	Sponsor & Agency	Current Hooper	Year Ago	Gain or Loss	Position Year Ago
Bob Hope	6	Lever (Y&R)	25.9	28.4	—2.5	2
*Jack Benny	6	American Tobacco (BBDO)	25.8	28.7	—2.9	1
McGee & Molly	6	S. C. Johnson (NL&B)	24.7	21.7	+3.0	6
*Walter Winchell (two months)	6	Jergens (Orr)	21.5	24.7	—3.2	4
People Are Funny	6	B&W Tobacco (Seeds)	19.1	13.6	+5.5	25
Bing Crosby	6	Philco (Hutchins)	19.0	15.1	+3.9	15
Horace Heidt	6	Philip Morris (Biow)	17.1	—	—	—
Radio Theatre	6	Lever (JWT)	17.0	17.7	—0.7	10
Harris-Faye	6	Rexall (BBDO)	16.9	15.0	+1.9	16
Life of Riley	6	P&G (B&B)	16.3	12.9	+3.4	26
Talent Scouts (indicative only)	6	Lipton Div.-Lever (Y&R)	16.1	6.4	+9.7	86
Red Skelton	6	P&G (Seeds)	15.3	27.8	—12.5	3
Dennis Day	6	C-P-P (Bates)	15.0	10.0	+5.0	50
Bob Hawk	6	Reynolds Tobacco (Esty)	14.9	14.0	+0.9	24
Duffy's Tavern	6	Bristol-Myers (Y&R)	14.6	10.6	+4.0	43

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* Includes first and second broadcasts.

Allen and McCarthy Top Pulse Ratings

FRED ALLEN and Charlie McCarthy, in the NBC 8-9 p.m. Sunday slot, emerged as leaders over *Stop the Music*, ABC's fabulous musical giveaway, according to The Pulse Inc. report for October 1948.

The report, covering just the metropolitan New York area, gave the two comedians just a slight edge over the quiz show. The closeness of their ratings, however, kept all three programs out of their accustomed top ten places.

Following is the complete radio audience report for October:

AVERAGE QUARTER HOUR SETS-IN-USE FOR THE WEEK STUDIED
6 a.m.-12 Midnight, Entire Week

October	1948	24.3
September	1948	25.1
October	1947	25.4

EVENING	Highest ¼ Hour Rating Oct.	Sept.
Lux Theatre	21.3	–
Bob Hope	19.0	–
McGee & Molly	19.0	–
Walter Winchell	16.3	14.6
Break the Bank	16.0	15.2
Jack Benny	15.7	–
My Friend Irma	14.7	–
Godfrey's Talent Scouts	14.3	–
Inner Sanctum	14.3	–
Kraft Music Hall	13.7	–

DAYTIME—5-a-Week	Highest ¼ Hour Rating Oct.	Sept.
Arthur Godfrey (11:15 a.m.)	7.3	6.5
Harry Clark, News	6.9	6.7
Helen Trent	6.6	5.6
Grand Slam	6.5	6.1
Rosemary	6.5	6.1
Aunt Jenny	6.5	–
Our Gal Sunday	6.5	5.7
Big Sister	6.3	5.9
Arthur Godfrey (7:30 a.m.)	6.3	6.7
Wendy Warren	6.2	–

SATURDAY AND SUNDAY DAYTIME	Oct.	Sept.
Yankees vs. Boston (Sun.)	10.3	7.1
Yankees vs. Boston (Sat.)	9.3	–
The Shadow	8.7	8.9
Quick as a Flash	6.7	5.7
Southern Calif. vs. Ohio State (Sat., WJZ, WNBC)	6.3	–
Children's Hour	6.0	5.7
Counterspy	6.0	–
Detective Mysteries	5.7	–
C. F. McCarthy, News	5.3	–
Make Believe Ballroom (Sat. 10 a.m.)	5.0	5.7
Archie Andrews	5.0	–
Bing Crosby Records (Sat. 11:30 a.m.)	5.0	–
Solitair Time	5.0	–
House of Mystery	5.0	–

Radio Film Showing

MORE than 400 advertising agency representatives and other guests will see the first Chicago showing of "*Behind Your Radio Dial*," NBC institutional film, Wednesday at a luncheon meeting in the Sheraton Hotel. The 25-minute film, which shows behind-the-scenes operations at NBC's offices and studios, was made by RKO Pathe under supervision of Roy C. Porteous, network's advertising and promotion manager. It will be introduced by James Nelson, director of NBC's advertising and promotion. I. E. Showerman, vice president in charge of the Central Division, will welcome the group. Prints are being processed for distribution to schools, churches, clubs and civic organizations, and will be followed by a trailer identifying WMAQ as the network's Chicago outlet.

"And for a Bountiful Harvest We Thank Thee"

For the eighth consecutive year WIBW's huge farm audience in Kansas and adjoining states reaps a rich harvest . . . the biggest corn crop in history . . . the third largest wheat crop on record. Our First Families of Agriculture are richer than ever.

The high standards of living in their country homes would amaze you. Food, clothing and modern conveniences are those of the high income city dweller. Here is America's greatest unexploited market.

Reach and sell it as a *unit* by using WIBW. Impartial surveys show WIBW is the most-listened-to and most important single sales influence among these wealthy farm families.

Serving the
First Families of Agriculture

WIBW
Topeka
KANSAS
WIBW-FM

CBS

Rep.: CAPPER PUBLICATIONS, Inc.

BEN LUDY
Gen. Mgr.
WIBW-KCKN

You Can't Grow a Forest Overnight

—but you can build a good house out of seasoned timber in a very short time

Taylor, Borroff & Company, Inc., have done just that—built a fine, sturdy structure of well-seasoned man-material that is guaranteed to provide excellent housing for station sales and service. And, they've completed this structure in a few short years.

We know of no station representative organization that can equal the wealth of experience and background in advertising, selling, and radio station operation that is at your command when you are represented by Taylor-Borroff. It is the kind of experience that KNOWS—

—what should be done
—what can be done
—and *who* to *see* to get it done

If you need that kind of experience for increased sales and improved sponsor relations, we would be glad to talk with you.

WE MAINTAIN FULLY STAFFED OFFICES IN

New York, N. Y.
Atlanta, Ga.
San Francisco, Calif.
Los Angeles, Calif.
Chicago, Ill.
Dallas, Texas
Portland, Oregon

Taylor, Borroff & Company, Inc.

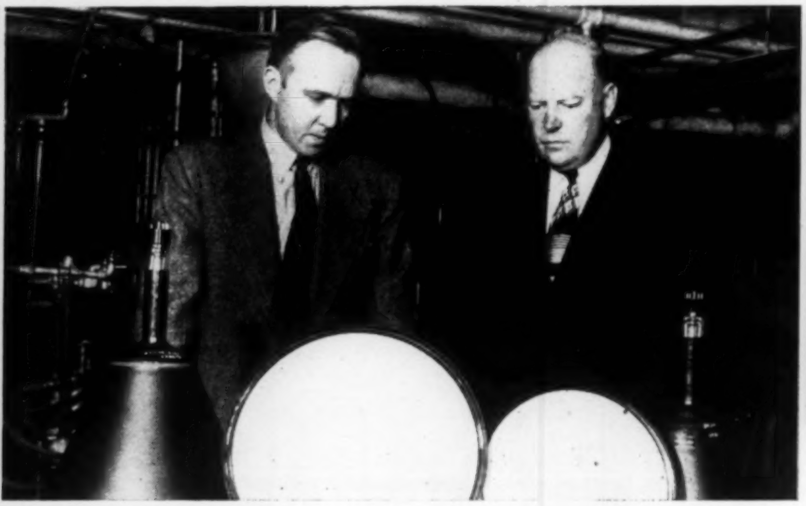
(formerly Taylor-Howe-Snowden)

Radiorama

KDKA Pittsburgh manager Joseph Baudino points to plaque commemorating station's Harding-Cox election returns broadcast. Others included are (l to r) Crawford Conrad, son of Dr. Frank Conrad, KDKA pioneer; L. H. Rosenberg, first KDKA announcer, and J. C. McQuiston, former advertising head of Westinghouse.

ATTENDING broadcast of the *Original Amateur Hour* are (l to r) Nick Keesely, Lennon & Mitchell, New York; John Perkins, P. Lorillard Co. (Old Golds), sponsor; Ted Mack, master of ceremonies of the program, and John Norton Jr., ABC Central Division vice president. Program is broadcast Wednesday at 8 p.m. (EST).

LLANTINE
ALE · BEER



WFPG Atlantic City's tower promotion game, to plug station's new 410-foot AM-FM tower, is played by Benjamin Kramer, local beverage distributor.

DR. ALLEN B. DuMONT (r), president of DuMont Labs, and Stanley Koch, engineer in charge of tube development, examine 12 and 16-inch metal cathode-ray television picture tubes at the DuMont Passaic laboratory. Tubes were introduced Nov. 5 in New York. (See story, page 106)

NO headache for E. S. Tanner (l), commercial manager of WSIX Nashville, Tenn., congratulating A. J. Cantanese, middle Tennessee representative for B-C Remedy Co., when latter won $500 jackpot on *What's My Name?*

SUPER turnstile for KECA-TV Los Angeles is raised to top of the 303-foot supporting structure. Tower for the ABC video station is on crest of Mt. Wilson, 5,999 above sea level.

ATTENDING Ohio Assn. of Broadcasters sales clinic [BROADCASTING, Nov. 8] are (l to r) Ed Borroff, Taylor-Borroff; Bob Kearns, WLOK Lima managing director; E. Y. Flanigan, WSPD Toledo general manager; Keith Baldwin, sales department, WGAR Cleveland, and Harry Smith, v.p. in charge of sales, WLW Cincinnati.

NORMAN BROKENSHIRE, who broadcast from "Dream House" during N. Y. Heart Assn. fund drive jingle contest, interviews Mary Sautner, winner of $50,000 in prizes during his *Brokenshire Broadcasting* on WNBC New York.

FINAL arrangements for moving the Pacific Greyhound Co. program, *Romance of the Highways*, to ABC Pacific Network are completed by (l to r) Jack Early, Beaumont & Hohman account executive; W. H. Starling, assistant to the president of Pacific Greyhound; Vincent Francis, ABC account executive, and Herbert Cayford, vice president of Beaumont & Hohman, San Francisco.

WWVA
NEWS
RURAL
SPORTS
MYSTERY
RELIGION
HILLBILLY
QUIZ
MUSIC
DRAMA
COMEDY
EDUCATION
PUBLIC SERVICE

BALANCED PROGRAMMING

MAKES WWVA THE *SERVICE* STATION TO THE NATION'S STEEL-AND-COAL BELT

It's no secret why WWVA listeners are loyal listeners, for they have come to know WWVA as their *service* station—serving them dependably with the programs they want to hear. It's a listener loyalty that has been built through twenty-two years of broadcasting.

One hundred and forty-one hours each week WWVA's friendly, balanced programming is welcomed into an area of nearly two million *radio* homes in Eastern Ohio, Western Pennsylvania, West Virginia and Virginia.

That's a lot of homes—and it represents a lot of people: More than eight million of them.

People make a market—and here are the people who have made this WWVA area one of the nation's greatest. These are the people who produce more than half of the nation's steel, who mine more than half of the nation's bituminous coal, who spend nearly *Four and one-Half Billion Dollars Annually* in retail sales outlets.

Each day more and more alert advertisers are recognizing that WWVA is the *service* station to this rich, compact market. An Edward Petry Man can tell you more.

***In addition to the basic four-state market, WWVA offers bonus coverage in Kentucky, Maine, Maryland, New York, North Carolina, Tennessee and Vermont.**

A FORT INDUSTRY STATION

WWVA

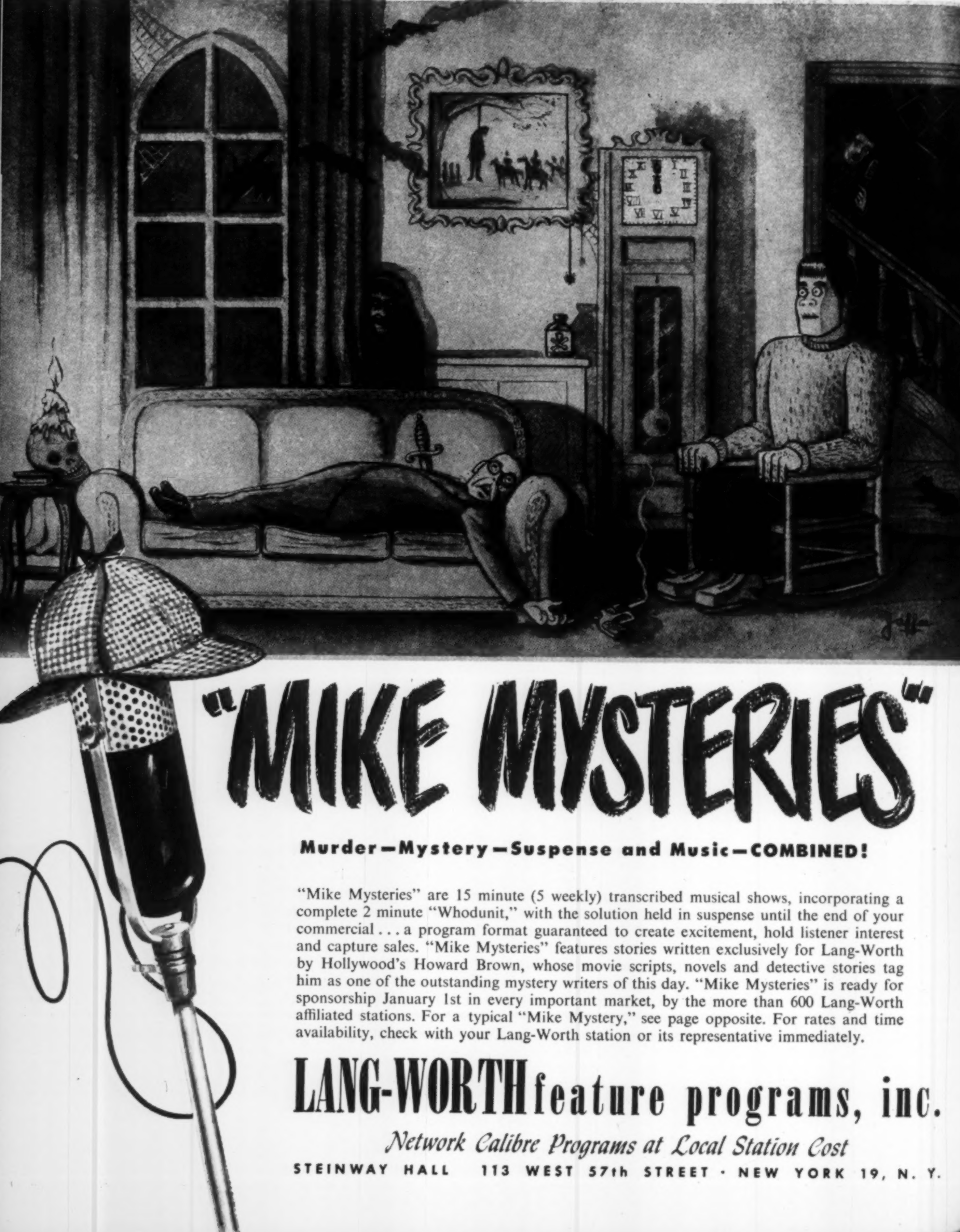
50,000 WATTS··CBS··WHEELING, W. VA.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO.

National Sales Headquarters: 527 Lexington Ave., New York City

LANG-WORTH presents

another NETWORK CALIBRE PROGRAM ...at local station cost!



"MIKE MYSTERIES"

Murder—Mystery—Suspense and Music—COMBINED!

"Mike Mysteries" are 15 minute (5 weekly) transcribed musical shows, incorporating a complete 2 minute "Whodunit," with the solution held in suspense until the end of your commercial ... a program format guaranteed to create excitement, hold listener interest and capture sales. "Mike Mysteries" features stories written exclusively for Lang-Worth by Hollywood's Howard Brown, whose movie scripts, novels and detective stories tag him as one of the outstanding mystery writers of this day. "Mike Mysteries" is ready for sponsorship January 1st in every important market, by the more than 600 Lang-Worth affiliated stations. For a typical "Mike Mystery," see page opposite. For rates and time availability, check with your Lang-Worth station or its representative immediately.

LANG-WORTH feature programs, inc.

Network Calibre Programs at Local Station Cost

STEINWAY HALL 113 WEST 57th STREET · NEW YORK 19, N. Y.

RADIO-HUNGRY AFTER

Sales Pull Defrosts Denver Dry Goods Store, Once Cold to Radio

A STORE, which once gave radio the cold shoulder, now proudly sponsors a regular Sunday concert broadcast and is happy to be one of the largest timebuyers among major department stores.

It was only after a few nibbles that The Denver Dry Goods Co., one of the largest retail stores between the Missouri River and the Pacific Coast, developed an appetite for radio fare.

Its enthusiasm for the medium was clearly manifested a fortnight ago when arrangements were completed for its sponsorship over KOA Denver of a weekly half-hour concert during the season of the 80-piece Denver Symphony Orchestra.

NBC's owned and operated 50 kw outlet broadcast the first of the concerts Oct. 31.

Two Years of Planning

The series represents almost two years of planning by the firm's advertising agency, Ball & Davidson of Denver. Principals in the negotiations were Lloyd Yoder, KOA general manager; L. Berry Long, KOA sales manager; Frank J. Johns, Paul E. Felix and Mark Schreiber, president, sales and promotion manager and vice president, respectively, of Ball & Davidson.

The dry goods company began its courtship with radio when Mr. Schreiber, previously an account executive for KLZ and KMYR Denver, joined Ball & Davidson and began installing a long-range radio advertising program.

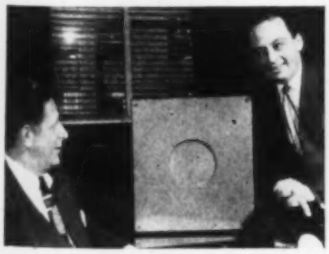
At the time the agency took over for the store, which previously had no agency, the main radio bill of fare was some spot announcements.

The store then hesitantly bought three quarter-hour KOA newscasts. There were gratifying results and when six weekly quarter-hours of news became available, the store picked up the offer in five minutes.

One minute participation announcements in morning studio shows on KOA are now used regularly Monday through Friday and on Sunday. A record department tie-in with the RCA Victor show on KOA has drawn mail order from points 1,000 miles from Denver.

Spots were used on KMYR KFEL and KVOD. Nighttime announcements were placed on KLZ and KVOD. For one year, KMYR conducted a quarter hour daily show designed for youngsters. KLZ ran an effective 20-week nighttime quarter hour designed for high school listeners. The store also purchased a solid week of play-by-play on KMYR of the American Basketball League Championship contests.

Well planned promotion has gone hand-in-hand with each time purchase. Radio has paid off in sales and each year The Denver Dry Goods Co. increased its radio budget.



TRANSCRIBED spots for Tavern Pale beer are previewed by Leo Lederer (l), executive vice president of Atlantic Brewing Co., Chicago, and Marvin Frank, executive vice president of W. B. Doner Agency, also Chicago, before launching firm's extensive campaign. Commercials will be aired on five Chicago stations, WENR WCFL WJJD WIND and WHFC (Cicero).

WIS WILL BUILD NEW STUDIOS AND OFFICES

PLANS for construction of new studios and offices for WIS and WIS-FM Columbia, S. C., were announced last Monday by G. Richard Shafto, general manager of the stations. The new two-story Colonial brick building, to be erected at Gervais and Bull Sts., Columbia, is expected to be ready for occupancy by Sept. 1, 1949.

The station will have 14,200 square feet of floor space. A 42 x 23-ft. wing on the second floor is to be left vacant for future TV facilities. Occupied portion of the second floor will be used for offices of the station's administrative staff and the continuity department.

On the first floor will be five studios, all of the "floating" construction type, a reception hall, news room, two control rooms, a music library, and offices for the program director, promotion-publicity director, sports department and farm service.

New GE TV Device

GENERAL ELECTRIC television engineers at Electronics Park, Syracuse, N. Y., have developed a stabilizing amplifier which helps to eliminate "jiggles" and other TV imperfections. The device will be used in TV studios, especially during telecasts of ball games, on-the-spot news pickups, man-on-the-street and other outdoor programs. In controlling picture signals in the studio and delivering them to the transmitter the new amplifier performs a function which formerly required three units, each adjusted independently, according to GE engineers.

SAN FRANCISCO TV PREVIEW RELEASED

A REPORT released last Monday by the San Francisco Bay Area Council covers plans and prospects for TV in the nine Bay Area counties. Highlights on prospective video station locations and operations are covered as well as authorized channels for future TV stations throughout northern California.

The prospects for coverage and expected operating hours are discussed along with a digest of technical information on equipment and receivers. Program types to be expected, the long-range outlook for network programming and high-speed film processing techniques also are covered in the council study.

Two stations are expected to be operating by the end of January 1949, the council reports, with another TV station in operation by March 1949. "A fourth station probably will be operating in Stockton at about the same time. Barring unforeseeable circumstances, three additional TV stations are expected to be telecasting in the Bay Area before the end of 1949."

Lutheran Radio Meeting Conducted in St. Louis

THE FIRST Annual Lutheran Radio Conference took place Nov. 10-11 at the Claridge Hotel, St. Louis. Presented under the auspices of the Radio Committee of the Lutheran Church, Missouri Synod, the meeting included discussions by outstanding radio men in both the religious and commercial field.

Television was covered by Harold Grams, program director of KSD, KSD-FM and KSD-TV St. Louis. Movies on FM and TV were shown by G. P. Foster, district representative, Transmitter Division, General Electric Co. Delegates were taken on a conducted tour of KSD and KMOX St. Louis in addition to KFUO St. Louis, licensed to the Lutheran Church, Missouri Synod.

Dates Set for AM, FM '49 Renewal Applications

DATES forming the "composite week" of 1948, to be used by broadcasters in preparing AM and FM renewal applications in 1949, were announced by FCC last week.

They are:

Monday, Jan. 26; Tuesday, March 30; Wednesday, April 14; Thursday, June 17; Friday, Aug. 27; Saturday, Sept. 25; Sunday, Nov. 7.

These are the dates to be used in preparing the program log analyses required in the renewal forms. They must be used by all AM and FM licensees who come up for renewal during 1949. Renewal applications must be filed at least 60 days before the license expires.

A LANG-WORTH
"MIKE MYSTERY"

"DEATH TAKES A BATH"

The lifeless body of lovely Marie LaRue, clad only in a filmy nightgown, lay face down in the half-filled bathtub. Still clutched in her right hand was the bar of a towel rack, and on the wall above the tub's inner surface a broken section of the bar's supporting knobs gave a graphic picture of what had happened.

The hotel doctor, standing with Homicide Lieutenant Evans in the bathroom doorway, gave his reconstruction of the accident. "One of the maids found her this way, Lieutenant. Evidently Miss LaRue had started to step into the tub while holding to the towel rack for support. It broke and she fell, knocked unconscious when her head struck against the inner edge of the tub. Death was the result of drowning."

"Except for one fact," the officer said, "I would say you are right. But that one fact strongly indicates this woman was murdered."

(Solution below)

"Mike Mystery" is a feature of a 15-minute transcribed music and mystery show available 5 times weekly for national, regional or local sponsorship on 600 Lang-Worth affiliated stations. For full information, contact your station or its representative.

LANG-WORTH
feature programs, inc.

Network Calibre Programs
at Local Station Cost

STEINWAY HALL, 113 WEST 57TH ST.
NEW YORK 19, N. Y.

THE SOLUTION

The doctor was correct in saying that the only reason Miss LaRue would have taken hold of a towel rack located on the wall behind the tub would be to support herself in stepping into the tub itself. But what he overlooked is that no woman steps into a bathtub while wearing a nightgown.

WARNING: "Mike Mysteries" are protected by copyright. Anyone making use of this feature in any manner without permission of Lang-Worth Feature Programs, Inc., is liable to prosecution.

YOU MIGHT WIN $17,400 AT BOWLING IN ONE YEAR*- -

BUT . . .

YOU HAVE TO USE WKZO - WJEF TO MAKE A STRIKE IN WESTERN MICHIGAN!

There's just one winning combination for your radio advertising in Western Michigan, and that's WKZO, Kalamazoo, plus WJEF, Grand Rapids.

Why? (1) Because Western Michigan is cut off from the rest of the State (and from *all* "the outside") by a *wall of fading*. No matter what their power or their frequencies, outside stations just don't get proper reception here. (2) Because *within* the Western Michigan area, WKZO-WJEF offers the very best combination of complete coverage *and* attractive rates.

The latest Hooper Report sheds a lot of light on listenership in these two important and "different" markets. And it of course *proves* the outstanding leadership of WKZO-WJEF. Write for your copy today—either to us or to our national representatives, Avery-Knodel, Inc.

---

*"Buddy" Bomar of Chicago did in the 1946-1947 season.

WKZO
first IN KALAMAZOO
and GREATER WESTERN MICHIGAN
(CBS)

WJEF
first IN GRAND RAPIDS
AND KENT COUNTY
(CBS)

BOTH OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

G, TV CLINIC

Events Outlined for CBS Three-Day Meeting

AN OUTLINE of events in the three-day television clinic to be held by CBS in New York beginning Jan. 21 was completed by the network last week.

The meeting, which CBS expects more than 200 station executives to attend, will proceed on the announced theme that "Television is a going business—now."

J. L. Van Volkenburg, CBS vice president and director of television operations, said the network intended to "demonstrate to executives attending the clinic how they can operate a network-affiliated television station economically and how they should be able to make a profit early in their operations."

The clinic, whose headquarters will be the Waldorf-Astoria Hotel, New York, will embrace study of actual operations in the new television studios nearing completion at CBS-TV in the Grand Central Terminal Bldg., New York, as well as operations of WPIX, the independent station of the *New York Daily News*.

The day after the conclusion of the clinic in New York, arrangements will be made for those interested to journey to Philadelphia and Baltimore to study WCAU-TV and WMAR-TV respectively.

The decision to hold the second CBS clinic in New York, where the first meeting of its kind was held last March, was made because "either here or in nearby cities are to be found every type of television station in operation today," said Mr. Van Volkenburg.

The executives attending the clinic may see for themselves how the different types of stations operate, he said.

Among CBS and television industry executives who will address the clinic are Frank Stanton, CBS president; Adrian Murphy, vice president and general executive; Lawrence Lowman, vice president and general executive; Mr. Van Volkenburg; William C. Gittinger, vice president in charge of sales; William Lodge, vice president and director of general engineering; Charles Underhill, director of television programs; E. K. Jett, former FCC commissioner and now vice president and general manager of WMAR-TV Baltimore; G. Bennett Larsen, director of television of WCAU-TV Philadelphia, and George B. Storer, president of Fort Industry Co.

The clinic in New York will run from Friday, Jan. 21, through Sunday, Jan. 23. Trips to Philadelphia and Baltimore are scheduled for Jan. 24.

Gladstone Is Appointed To New Position at FCC

ARTHUR A. GLADSTONE, chief of the Domestic Radio Branch of FCC Law Bureau's Common Carrier Division, was appointed Fair Employment Officer for the Commission last week by Chairman Wayne Coy.

The appointment was made in compliance with an order issued by President Truman last July, applicable to each department and agency of the Executive Branch, and designed "to insure that there shall be no discrimination because of race, color, religion, or national origin in personal actions of federal appointing officers," FCC explained.

Mr. Gladstone has been with FCC since September 1941. He is director and president of the FCC Employes Federal Credit Union and a director of the District of Columbia Credit Union League.

Video Programming Criticized to ATS

Mamoulian Regrets the Types Of Shows Now Seen on TV

TELEVISION is not an art, but a means of transmission, as long as "the greatest scientific achievement in the world" shows us little more than two wrestlers grappling on the floor, according to Rouben Mamoulian, stage and screen director.

Mr. Mamoulian made the statement at a luncheon meeting of the American Television Society Tuesday, Nov. 9, at New York's Hotel Astor.

Mr. Mamoulian opened his talk by reiterating his remarks of Oct. 12 on ABC's *America's Town Meeting of the Air* on "Television vs. Movies" [BROADCASTING, Oct. 18]. He went on to answer *The New York Times'* Jack Gould, who has called television a new form of art.

The director questioned Mr. Gould's statement that television, which offers the element of "spontaneity" is more artistic than the motion pictures.

Mr. Mamoulian held that all art forms in which characters tell stories through actions, are well-rehearsed, whether presented on stage or screen.

"Spontaneity," he said, "does not make for a lasting work of art. Certainly Somerset Maugham wouldn't sit down and write a story in 10 minutes, expecting it to live."

Emphasizing his previous claim that television would hurt radio, but would not affect motion pictures adversely, Mr. Mamoulian cited his experience in London, where he first viewed television in 1934. "England," he said, "is far ahead of us in television, yet the quality of English films has improved, and more of them are being produced."

Television will be nothing more than "a miraculous gadget," Mr. Mamoulian declared, if it continues to show ancient films, other "old chestnuts," and wrestling. Its best use, he felt, is for the transmission of events, not as an art medium.

WANNA
MAKE
A SPLASH
IN
CANOE (Ky.)?

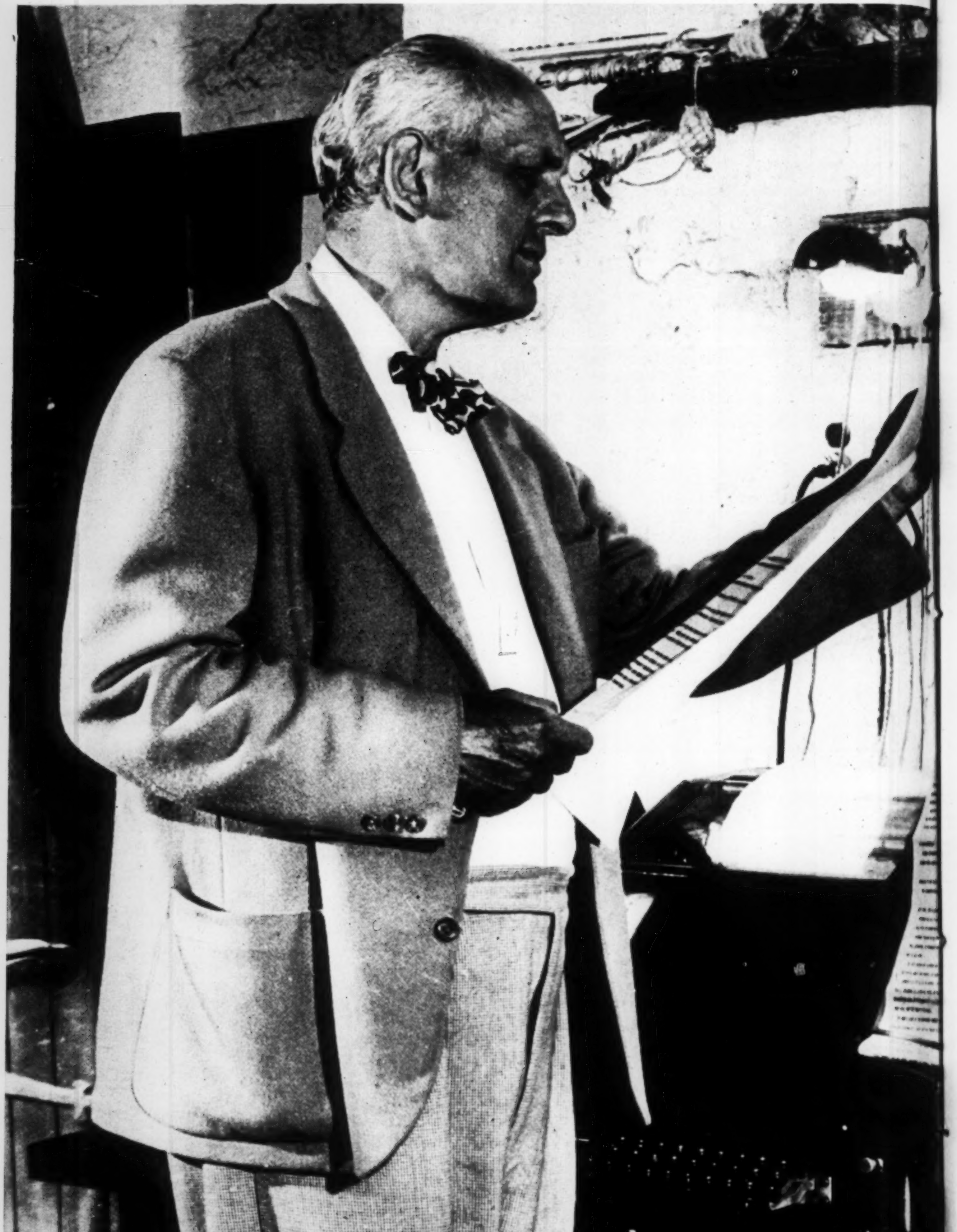
No matter how hard you "peddle" in Canoe (Ky.), you'll never make a sales ripple! Bow, stern or midship, there just ain't enough folks there to make a stir!

In Kentucky, the super-dreadnaught is the Louisville Trading Area. WAVE broadcasts *exclusively* to this Area, which not only has the State's most important concentration of people *and* business, but also a much higher Effective Buying Income. The average Kentucky family *in* the Area has an Effective Buying Income of *$4454 — 60.9% higher than the Kentucky $2769 average outside the Area!*

So how about it, Skipper? Let us show you what WAVE can do — *without Canoe!*

LOUISVILLE'S
WAVE

NBC AFFILIATE
5000 WATTS . 970 KC
FREE & PETERS, INC., NATIONAL REPRESENTATIVES



is there one man or woman in America who doesn't know his voice?

MENTION HIS NAME, and to millions, the warm words "human, friendly, kind" float into mind.

He has been spoofed, needled, parodied . . . and every jab adds a follower to his fold.

He is a non-cynic in an age cold-packed in cynicism.

He has the courage to be branded naive, by espousing the old-fashioned beliefs in hope, courage, faith.

FOR MORE THAN 15 YEARS, GABRIEL HEATTER'S VOICE and philosophy, heard over WOR . . .

- have been a tonic for our time
- have built an astounding listening audience
- have sold countless quantities of products to countless numbers of people.

From a copy boy at $12 a week, WOR's Gabe has become a fabulous radio personality. A one-time reporter and law student, his words have been read into the Congressional Record. A Gallup poll showed him to be one of the nation's top news commentators.

His WOR listeners are insatiable.

Gabriel Heatter is now heard over WOR . . . in three programs:

NEWS WITH GABRIEL HEATTER, 9 PM six nights a week.

"GABRIEL HEATTER'S MAILBAG", 11:30 AM, five days a week.

"BEHIND THE FRONT PAGE", Sundays, 7:30 PM

continued

A. L. ALEXANDER

they think of him as a saint with 53 virtues

PEOPLE, TO WHOM he is only a name and a voice, drop their most intimate heartaches in A. L. Alexander's lap.

His WOR programs, "A. L. Alexander's Mediation Board", and "Poems That Touch The Heart", have the almost militant devotion of millions of listeners. When it was touch and go as to whether his poetry program would stay on the air, some 27,000 listeners bombarded WOR with phone calls, telegrams, letters . . . *demanding* that it stay! The products Mr. A. recommends, share in this devotion. Listeners buy them with alacrity (and money).

Mr. Alexander is, of course, no saint. He sneezes, like other humans. He makes mistakes. But he has a rare sense of fair play, a deep understanding of people, a piercing sympathy for the mistakes that people make. And out of this compassion, he has built one of the most dramatic and popular programs in all of radio: "A. L. Alexander's Mediation Board" on WOR.

To this program, come anguished people with their problems. On its board of mediators, have appeared some of America's most respected public figures. People like Fannie Hurst, Dr. John Haynes Holmes, Walter Hoving, Dr. Richard H. Hoffman, and others.

The advertiser who sponsors either Alexander program on WOR, buys the listener's faith in a MAN . . . which in turn becomes faith in a product; the *advertiser's* product.

stan lomax

School heads have checked with him before hiring a coach
Star athletes nudge him for advice
Advertisers rarely give him a breather

HENRY S. LOMAX, "Stan" to the millions of sports addicts in WOR's 18-state arena, has never had to go sustaining during the past 17 years. Sponsors rarely give him a breather. Little wonder! Listeners to his 6:45 PM sportscasts on WOR, buy what Stan sells. They've bought cars, beer, oil, shaving cream, even banking services. Seems that Stan upped a bank's balances on loans by 43% during the slack season. He and WOR make a powerful combine for an advertiser.

NEW YORK
NEW YORK
WOR
WOR

ONE OF THE BOYS. Here's WOR's Stan with Carl Hubbell and Gus Mancuso. Stan is one of the boys. He was the first sportscaster to be allowed into the big league training camps. He was President of the Sports Broadcasters Association; was honored by the Metropolitan Baseball Collegiate Conference for his coverage of college games. You could fill the Yankee Stadium with all the plaques, medals, scrolls and halos that have been heaped on Stan Lomax. All of which makes for listeners for WOR . . . and customers for advertisers!

coming!
TWO GREAT TELEVISION STATIONS
WOR-TV, NEW YORK . . . CHANNEL 9 . . . WOIC, WASHINGTON, D. C.

WOR

—heard by the most people where the most people are

mutual

FACTS ABOUT THE UTAH MARKET

UTAH PEOPLE SPEND

$1,693,986.00

AT RETAIL *Every Day*

Retailers in Utah took in $516,666,000.00 last year — an average of $1,693,986.00 a day for the 305 business days. This was 1947. Sales are above that figure so far this year, and 1949 prospects are even brighter.

Are you getting your share of this substantial business? Smart advertisers are telling their story to Utah people over KDYL — Utah's *popular* station — and over television on KDYL-W6XIS. Here's *double* opportunity for you!

KDYL

UTAH'S NBC STATION

AM-FM-TELEVISION

John Blair & Co. National Representative

Nielsen Radio Index Top Programs

(COAST-TO-COAST, INCL. SMALL-TOWN, FARM, AND URBAN HOMES —and including TELEPHONE and NON-TELEPHONE HOMES)

REPORT WEEK OCT. 3-9

TOTAL AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theatre	27.1	+1.5
2	5	Bob Hope	24.0	+4.0
3	—	Fibber McGee & Molly	23.6	—
4	—	Duffy's Tavern	22.6	—
5	—	Phil Harris-Alice Faye Show	21.3	—
6	—	Jack Benny	19.9	—
7	2	Godfrey Talent Scouts	19.6	—1.8
8	—	My Friend Irma	18.9	—
9	4	Suspense	18.3	—1.5
10	—	Date with Judy	18.1	—
11	18	Jergens Journal	17.8	+2.5
12	—	Burns and Allen	17.6	—
13	9	Crime Photographer	17.4	—0.6
14	3	Mr. Keen	17.4	—3.3
15	—	Charlie McCarthy	17.2	—
16	—	Aldrich Family	16.8	—
17	11	Mystery Theater	16.7	—0.4
18	—	Fred Allen	16.6	—
19	12	FBI in Peace and War	16.6	—0.8
20	22	Mr. and Mrs. North	16.4	+1.6
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	13.9	+2.3
2	2	Edward R. Murrow	10.7	+1.7
3	6	Club "15" Bob Crosby	10.1	+1.7
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	1	When A Girl Marries	12.9	+1.5
2	2	Young Widder Brown	11.8	+1.3
3	3	Backstage Wife	11.7	+1.7
4	4	Right to Happiness	11.2	+1.1
5	10	Stella Dallas	11.0	+1.7
6	9	Pepper Young's Family	10.1	+0.7
7	13	Lorenzo Jones	10.1	+1.0
8	11	Portia Faces Life	10.0	+0.5
9	8	Our Gal, Sunday	9.5	+0.6
10	5	Arthur Godfrey (Ligg. & Myers)	9.4	+0.1
11	7	Big Sister	9.0	+0.3
12	12	Wendy Warren	8.9	+0.6
13	6	Ma Perkins (CBS)	8.8	—0.1
14	14	Romance of Helen Trent	8.6	+0.3
15	15	Ma Perkins (NBC)	8.4	+0.1
DAY., SAT. OR SUN., 5-60 MIN.				
1	12	True Detective Mysteries	12.9	+6.3
2	3	Armstrong Theater	11.4	+1.7
3	15	Quick as a Flash	10.9	+5.2
4	5	Junior Miss	10.8	+1.7
5	20	House of Mystery	10.6	+5.6

AVERAGE AUDIENCE

Cur. Rank	Prev. Rank	Program	Cur. Rating	Points Change
EVENING, ONCE-A-WEEK, 15-60 MIN.				
1	1	Lux Radio Theater	19.6	+1.1
2	—	Fibber McGee & Molly	19.5	—
3	6	Bob Hope	17.8	+2.5
4	—	Duffy's Tavern	16.6	—
5	—	Phil Harris-Alice Faye Show	16.3	—
6	—	Jack Benny	15.5	—
7	8	Jergens Journal	15.2	+2.8
8	—	My Friend Irma	14.5	—
9	3	Suspense	14.1	—1.2
10	7	Crime Photographer	14.0	—0.4
11	—	Burns and Allen	13.9	—
12	2	Mr. Keen	13.9	—3.3
13	5	Godfrey Talent Scouts	13.7	—0.4
14	—	Charlie McCarthy	13.6	—
15	—	Fred Allen	13.1	—
16	19	People Are Funny	12.8	+1.1
17	—	Date with Judy	12.7	—
18	16	FBI in Peace and War	12.7	+0.5
19	—	Aldrich Family	12.6	—
20	22	Mr. and Mrs. North	12.4	+1.7
EVENING, 2 TO 5-A-WEEK, 5-30 MIN.				
1	1	Lone Ranger	10.5	+2.8
2	2	Edward R. Murrow	8.1	+1.1
3	4	Club "15" Bob Crosby	8.1	+1.4
DAY, 2 TO 5-A-WEEK, 15-30 MIN.				
1	1	When A Girl Marries	11.4	+1.6
2	2	Backstage Wife	10.4	+1.2
3	3	Young Widder Brown	10.3	+1.2
4	9	Stella Dallas	9.9	+1.7
5	4	Right to Happiness	9.5	+0.6
6	6	Pepper Young's Family	9.1	+0.5
7	14	Lorenzo Jones	8.8	+1.2
8	11	Portia Faces Life	8.8	+0.4
9	7	Our Gal, Sunday	8.2	+0.2
10	8	Big Sister	7.9	+0.3
11	13	Wendy Warren	7.9	+0.9
12	5	Ma Perkins (CBS)	7.9	—0.1
13	10	Arthur Godfrey (Ligg. & Myers)	7.8	+0.1
14	12	Romance of Helen Trent	7.7	+0.4
15	21	Ma Perkins (NBC)	7.1	+0.5
DAY, SAT. OR SUN., 5-60 MIN.				
1	8	True Detective Mysteries	10.3	+4.7
2	3	Armstrong Theater	9.0	+1.4
3	5	Adventures of Archie Andrews	8.0	+0.6
4	1	Grand Central Station	7.8	—0.7
5	19	House of Mystery	7.5	+4.6

Copyright 1948, A. C. Nielsen Co.

Erwin, Wasey & Co. Adds 7 Accounts, 3 in Radio

ERWIN, WASEY & Co., Minneapolis, has added seven new accounts. Three of the new clients indicated that radio would be used in their campaigns.

Speedy Mfg. Co., Sioux Falls, S. D., manufacturer of Speedy weed and insect sprayer, will use radio and farm papers. Sodak Mfg. Co., Sioux Falls, specialized weed and insect spray, and Woodard-Scroggs, Sioux Falls and Minneapolis, agricultural feed concentrate, will both place the bulk of their appropriation in radio and farm papers, according to the agency.

Other accounts signed include: Aladdin Labs., Minneapolis, Jon-E hand warmer; Speedy Sales Co., Minneapolis, agricultural implements; Maple Island Farm Inc., Stillwater, Minn., dairy products, and Inland Products Corp., Minneapolis, agricultural and industrial implements distributor.

McCLATCHY Bcstg Co., of California, has expanded home economics schedule to include home economics programs on five of its stations—KWG Stockton; KERN Bakersfield; KOH Reno, Nev.; KFBK Sacramento, and KMJ Fresno.

FCC GROUP TO VISIT RTCA AIR SHOWING

HEADED by Chairman Wayne Coy and four other Commissioners, an FCC delegation will inspect radio communications and air navigation equipment in a demonstration sponsored by the Radio Technical Commission for Aeronautics on Wednesday (Nov. 17) at Indianapolis.

Chairman Coy meanwhile is slated to address a dinner meeting of the Kentucky Broadcasters Assn. at Owensboro, Ky., tonight (Monday) and the Chicago Rotary Club at noon tomorrow (Tuesday). Comr. Paul A. Walker is attending a meeting of the National Assn. of Railroad & Utilities Commissioners at Savannah, Ga., today through Thursday.

The group attending the Indianapolis show will return to Washington Wednesday night, in time for the Commission's regular meeting Thursday.

The delegation, which will return Wednesday night, includes:

Chairman Coy; Comrs. Rosel H. Hyde, E. M. Webster, Robert F. Jones and Frieda B. Hennock; General Counsel Benedict P. Cottone; Acting Chief Engineer John A. Willoughby; Lester W. Spillane, assistant general counsel in charge of Safety & Special Services Division; A. L. McIntosh, chief of the Frequency Allocation & Treaty Division, and several other attorneys and engineers.

Something NEW is being added...

JOE'S
RADIO SE CE
and TELEV

There is a lot of hustle and bustle in this two billion dollar market these days. Television is rapidly becoming a reality for the people of Memphis and the Mid-South.

It won't be long now!

"T" day is set for December and what a gala occasion that will be for the people in this area. It will be "opportunity day" for the aggressive advertisers, both national and regional, who have included WMCT in their TV schedules. The medium that folks in the Mid-South have heard about for so long will come to life through TV sets throughout this area. It will be the biggest day since the inception of radio .

How about you?

Will your product or your client's product enjoy the tremendous sales impact that will come with the attention demanding force of television in a new market? An event that has been aggressively promoted for over a year! You should cash-in on the tremendous sales potential inherent in the promotional power of this new medium in a two billion dollar market.

We can "Shoot the Works"

WMCT has spared no expense in bringing to the people of Memphis and the Mid-South the finest television service to be had anywhere, bar none. Advertisers will be interested to know that WMCT's new equipment is RCA throughout. Movie equipment is Bell & Howell, Eastman, and Auricon for sound with movies. We have complete facilities for handling any assignment. May we suggest that you write us for availabilities.

WMCT

CHANNEL 4

MEMPHIS, TENNESSEE

WMC - WMCF - WMCT

NATIONAL REPRESENTATIVES • THE BRANHAM COMPANY

owned and operated by the Commercial Appeal

TV BUILDING

FCC Asked to State Stand

PICTURING the "dilemma" currently facing television grantees, WSAZ Huntington, W. Va., last week asked FCC to say now what its attitude will be if grantees delay construction until the freeze on applications is lifted.

If a grantee proceeds with construction and the television Standards, and allocations are changed, WSAZ pointed out, the result for the grantee may be "grave."

On the other hand, the station noted, failure to go ahead might lead FCC to refuse to grant additional construction time when the Standards and allocations question has been settled.

The Commission was asked to issue a declaratory ruling on "whether an application for additional time . . . will be granted at the expiration of the present completion date in the event no further construction is undertaken until the Commission has resolved the question of the revision of its Rules, Regulations and Standards with respect to television broadcasting."

The request, filed by Leonard H. Marks of the Washington law firm of Cohn & Marks, noted that "if the Commission should rule that no automatic extension [of completion date] would be granted, WSAZ Inc. could proceed with further construction having the assurance that any changes in the Rules or Standards would require no substantial modification of its television . . . permit."

The freeze on television applications—not applicable to construction under grants already issued—was imposed Sept. 30, pending studies and decision on possible changes in the Standards [BROADCASTING, Oct. 4]. FCC-industry engineering conferences, designed to bring together the latest technical data, have been arranged for Nov. 30 and Dec. 1-2 [BROADCASTING, Oct. 18].

Official estimates placed the likely duration of the freeze at around nine months. By that time, WSAZ said, the Huntington station could be "approximately" completed—if construction is continued in the meantime.

"Accordingly," the letter said, "it is fundamental to WSAZ Inc. to know at this time whether to proceed."

WSAZ saw "many jeopardies," including not only the chances of being reallocated to another channel in television's current VHF region, but also the possibility of being moved out of VHF into the 475-890 mc UHF band. The station, now assigned Channel 5, continued:

WSAZ Inc. is aware of the very real possibility that upon completion of construction, or after substantial construction has been undertaken, the Commission will so modify its television Rules and Standards, including its allocation plan, as seriously to impair the use of the transmission facility constructed, if not to render it entirely useless.

Any change in the Standards or in the allocation plan, even assuming a television channel were assigned to WSAZ Inc. at Huntington, could have this grave result.

For example, the Commission might determine that WSAZ should move from the present so-called "low band" to the present so-called "high band" in connection with a general reallocation in the frequencies now assigned. From an engineering point of view, such a change would require extensive modifications in a television broadcast station.

Also, because of tropospheric propagation, the Commission might require a reduction in power and/or a reduction in antenna height on either the channel presently assigned WSAZ Inc. or on another channel. Or such considerations may require the use of a directional antenna by the permittee, with a great likelihood that a change in antenna site would consequently be needed.

Another serious problem is the possibility that the Commission may determine that a UHF channel rather than a VHF channel should be assigned to the permittee.

This would require a very extensive change in any transmission facility, particularly in view of the likelihood that considerably greater power and a greater antenna height would be necessary to attain approximately the coverage of the present VHF authorization.

WSAZ said these are "only a few of the uncertainties which face a permittee in view of the Commission's present releases in connection with the 'television freeze.'"

In his news conference when the freeze was announced, the station recalled, FCC Chairman Coy "recognized this problem and indicated that the Commission would give sympathetic consideration to these issues during this period of uncertainty."

Found... a way to take 'guess' out of selling in Nashville!

WSIX has proved its sales ability to dozens of advertisers. And year after year these national, regional and local sponsors keep getting *results they can measure* from WSIX's 60 BMB counties. 1,321,400* people in that coverage area spent $654,888,000* last year in retail stores alone. Go after your share via WSIX.

** Projected from Sales Management, May, 1948.*

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

BETTER BUY WSIX

ABC AFFILIATE • 5000 W • 980 KC
and WSIX-FM • 71,000 W • 97.5 MC
National Representative: THE KATZ AGENCY, INC.

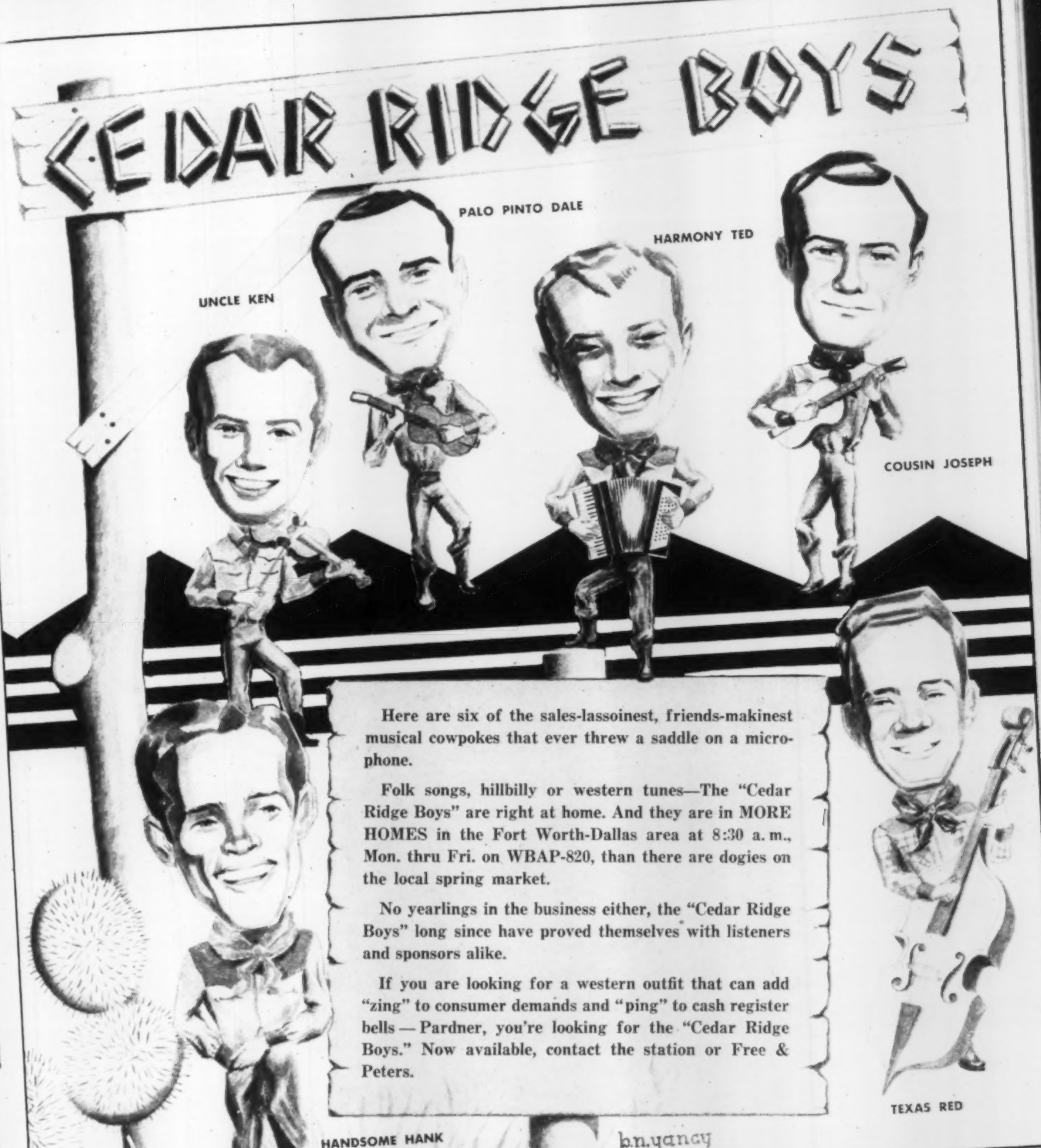
WSIX gives you all three: MARKET, COVERAGE, ECONOMY

Journalism School Dean Hits Election Guessing

RADIO commentators and newspaper columnists have shown a tendency since the election to laugh off the fact that "they didn't tell the people the truth" before the election.

This was the assertion of Dean J. L. O'Sullivan of the Marquette U. College of Journalism in an address before a sectional meeting of the Catholic School Press Assn. at St. Mary College, Leavenworth, Kan., Nov. 6.

"Let the newspapers and radio broadcasters stay away from the field of prophecy and perform their proper function of reporting the events of the day, which they are not doing any too efficiently at present," Dean O'Sullivan declared.



Here are six of the sales-lassoinest, friends-makinest musical cowpokes that ever threw a saddle on a microphone.

Folk songs, hillbilly or western tunes—The "Cedar Ridge Boys" are right at home. And they are in MORE HOMES in the Fort Worth-Dallas area at 8:30 a.m., Mon. thru Fri. on WBAP-820, than there are dogies on the local spring market.

No yearlings in the business either, the "Cedar Ridge Boys" long since have proved themselves with listeners and sponsors alike.

If you are looking for a western outfit that can add "zing" to consumer demands and "ping" to cash register bells — Pardner, you're looking for the "Cedar Ridge Boys." Now available, contact the station or Free & Peters.

WBAP
THE STAR-TELEGRAM STATION
1922
FORT WORTH 2, TEXAS

ABC	NBC	Lone Star Chain	AM - FM - TV
570 Kc	820 Kc		
5,000 watts	50,000 watts		

Amon Carter, President
Harold Hough, Director

George Cranston, Manager
Roy Bacus, Commercial Manager

FREE & PETERS, INC. *National Representatives*
Fort Worth: Detroit: Atlanta: San Francisco: Chicago: New York: Hollywood

ARE YOU MISSING THE SIGNAL ON THE PACIFIC COAST?

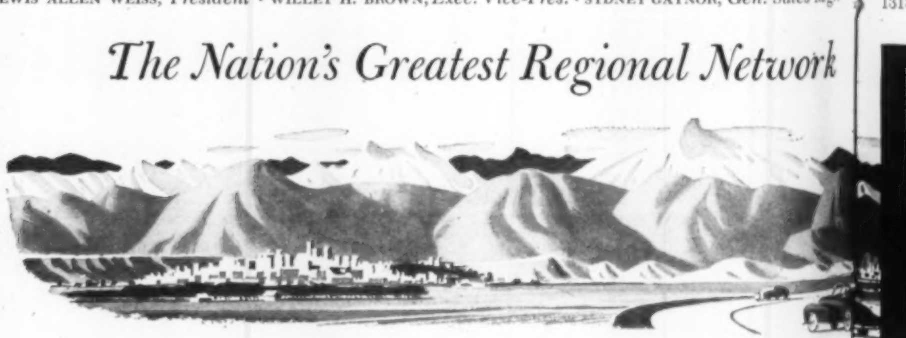
YOU ARE MISSING the signal if your Pacific Coast radio network isn't Don Lee, for only Don Lee can give you the green light on *both* the "Inside" and the "Outside" markets on the Pacific Coast.

On the Pacific Coast there are only nine cities, embracing 18 metropolitan counties, in which all four networks have stations. To cover the remaining 115 "Outside" market counties, there are 48 stations of all networks, and 32 *of these are Don Lee stations!*

The Pacific Coast markets are bigger and better than ever this year, with popu-

LEWIS ALLEN WEISS, *President* · WILLET H. BROWN, *Exec. Vice-Pres.* · SYDNEY GAYNOR, *Gen. Sales Mgr.*

The Nation's Greatest Regional Network



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lation up 8%, radio families up 10%. Buying income is 20% higher, retail sales up 28%. Don Lee is the *recognized* network to deliver both "Inside" and "Outside" markets. 49% of all the Pacific Coast's regionally-sponsored network programs, and 52% of all the Coast's regionally-sponsored time, are currently on Don Lee.

Remember: In addition to coverage facilities in the "Inside" market equal to those of any other network, Don Lee has 100% more coverage facilities for the "Outside" market than all other Pacific Coast networks *combined.* If you want the go ahead signal with your product or services on the Pacific Coast—buy Don Lee!

1313 NORTH VINE STREET, HOLLYWOOD 28, CALIF. · *Represented Nationally by* JOHN BLAIR & COMPANY

Mutual
DON LEE
BROADCASTING SYSTEM

HOBBY MASTER

Radio Week Is McGill Idea

WHEN better National Radio Weeks are made, William Byron McGill will probably make them.

He's been making Radio Weeks, almost single-handed, since the first one hopped along on one cylinder back in 1945. With few funds, and fewer helpers, he has blended midnight sweat with artistic and promotional perseverance to produce an institution that now commands national respect and attention.

All his life Mac McGill has been making things—gadgets, paintings, photos, posters, telescopes, houses and advertisements. Apparently his creative urge has led him into the arduous and unrewarding job of engineering radio's own special week.

At Westinghouse Radio Stations Inc., where he is advertising director, they say Mac has more hobbies than anyone in radio. Two of the hobbies, Westinghouse Radio Stations Inc. and National Radio Week, would provide more than a normal workload for most anyone but Mac. No wonder the night watchman at WRS headquarters in Philadelphia doesn't even bother to look up from his magazine if the front door is opened at 1 a.m. He well knows who's there.

Mac loves his work and his hobbies. That he doesn't stop to decide which is which is a tribute to the intensity of his attack. It's an intensity that is reflected in the famed murals that decorate the reception room in BROADCASTING'S headquarters; in the amazing colored and black-and-white pictures he shoots with a speed graphic; in the summer house he built with his own hands near Atlantic City; in his devotion to Shakespeare and to Gilbert and Sullivan.

"Mac" McGill started making things as a boy, back in Masontown, Pa.

He made his first laboratory in the backyard from a piano crate. Fortunately for Masontown, atom-cracking had not developed into a major pursuit but he once managed to rock the adjoining hills while analyzing the compressibility coefficient of carbide crystals.

Unfettered by inhibitions or commercial custom, he somehow manages to get more done than an efficiency expert ever could expect, or condone. And as an addict of the "pile it" as against the "file it" tradition of office custom, he figures that anything filed is buried. Hence the chaos atop his desk.

On a boiling summer day when others swelter in scanty garb, Mac has his rotund carcass encased in a heavy winter suit, vest and all. Why? Because he likes it that way. It's neither the heat nor the humidity, he says, just a state of mind. What gripes others is that he seems to be the coolest one in the crowd.

Mr. McGILL

Nobody ever says he is a jack of all trades and master of none. Not after seeing his paintings, etchings, murals, carvings, layouts, masonry and photographs.

How he does it is a mystery, even to Mac and to Mrs. McGill, also an artist and musician. He has the demeanor of a dreamer, supplemented by a twinkle and a lilting stride. Somehow, clocks seldom adjust themselves to his program. Train departures often fail to conform to printed schedules, he claims, but there's usually another one leaving in an hour, offering a chance to contemplate his favorite theory that the Earl of Oxford really wrote Shakespeare's stuff.

Back at KDKA Pittsburgh, where radio traditions are rampant, Mac became seriously involved in electronics. While thinking up promotional ideas, producing them on the drawing board and then installing them in public places, he developed a new interest—the listener. This led to a desire to depict via his deft brush the intimacy of the radio-fireside relationship.

What Marconi, Conrad and their followers have done technically for radio, Mr. McGill has done artistically in his four BROADCASTING murals. They were painted—from conception to completion—in 61 days in a studio on Central Pier, Atlantic City, where nothing could break his concentration, not even a Miss America pageant on the boardwalk below.

Using only three colors to obtain a dramatic effect, he succeeded in communicating into sepia the story of radio—a science and a business, of course, but above all a solace to the troubled and an instrument of joy, enlightenment and freedom.

Mrs. McGill, who decided during

(Continued on page 62)

VETERANS AT WESTINGHOUSE

C. R. Bickerton, 28 Years at KDKA, leads WRS Staff in Radio Week Observance

TWENTY-EIGHTH anniversary of broadcasting is being observed by veteran Westinghouse Radio Stations employes including one who has completed 28 years of service with WRS and two with 27-year records. Ten per cent of all personnel have service records of 16 or more years with Westinghouse.

Mr. Bickerton

Dean of the WRS staff is C. R. Bickerton, KDKA Pittsburgh technician, who took part in the famed KDKA election broadcast Nov. 2, 1920. He has been with the station ever since.

The two 27-year employes are Walter Evans, president of WRS and parent company vice president, and E. B. Landon, KDKA technician. Twenty-six year men are D. A. Myer, headquarters staff field technician, and Harold E. Randol, chief engineer, WBZA Springfield.

Forty-four WRS veterans have served a total of 833 years with Westinghouse stations, according to J. B. Conley, general manager of the group. The following have served at least a score of years at WRS stations:

KDKA: H. W. Irving, technical supervisor, 24 years; Ida A. Kolhaas, accounting, 24; T. C. Kenney, chief engineer, 22; H. H. Giles, technician, 22; J. E. Baudino, station manager, 21; Gundla E. Johnson, sales, 21; Robert E. Pusey, auditor, 21; E. M. Sollie, technician, 20.

WBZ Boston: W. Gordon Swab, program manager, 24 years; Charles Vassall, technical supervisor, 21; W. H. Hauser, chief engineer, 20.

KYW Philadelphia: John J. Michaels, technical supervisor, 24 years; A. H. Bates, auditor, 22 years.

WOWO Fort Wayne: Robert G. Duffield, station manager, 20 years.

KEX Portland, Ore.: C. S. Young, station manager, 23 years with WRS, 31 with Westinghouse.

Vets Turn to Radio

COURSES on radio and other forms of communication are the most popular among war veterans taking correspondence courses under the G.I. bill. The Veterans Administration said last week that the communications courses account for 45,386, or 26%, of the enrollments. Ranking next in popularity were engineering courses, which drew 36,343 enrollments, 21% of the total.

Announcing
The Appointment of
LOUIS READ
as
General Manager
WABB
Mobile, Ala.

WABB and WABB-FM, affiliates of Mutual, the world's largest network, proudly announce Mr. Read's appointment as general manager. He brings to Mobile a distinguished record of performance in the field of broadcasting.

WABB
AM — 5,000 WATTS
FM — 50,000 WATTS

Owned and Operated by THE MOBILE PRESS REGISTER

Represented Nationally by Taylor-Borroff & Co., Inc.

WATV

50,000 watts channel 13

serving metropolitan New York

with the best in television

and

WAAT

1,000 watts 970 kc.

New Jersey's first station

announce the appointment of

WEED

and company

radio and television

station representatives

WATV

WAAT owned and operated by...

The Bremer Broadcasting Corporation

New License Fee Slated For Canadian Stations

DECISION has been reached by Dept. of Transport on license fees for Canadian independent broadcasting stations, it is learned on highest authority. Matter is now up for approval of Canadian Cabinet. New scheme of transmitter license fees calls for total fees for 1948 of $108,000, up from $76,000 last year.

Fees go to the Canadian Broadcasting Corp. Fees now mean annual licenses of $100 to stations with annual gross income from time sales only of $25,000; $250 for stations with income to $50,000; $500 for income up to $75,000; $1,000 for income up to $100,000; $1,500 for income up to $200,000; $3,000 for income up to $400,000, and $6,000 for income up to $800,000.

KRSC-'P.I.' *Seattle Independent, Paper Plan Mutual Aid*

A "MUTUAL assistance pact" between KRSC Seattle and the Hearst-owned *Seattle Post-Intelligencer* was announced last week by Robert E. Priebe, KRSC general manager. Broadcasting on FM as well as AM for over a year, KRSC becomes Seattle's first television station when its video operation begins Thursday, Nov. 25.

While plans have not been worked out in complete detail, Mr. Priebe indicated that cooperation between the station and Seattle's only morning newspaper will take the form of mutual promotion on as many fronts as possible.

The *P-I*, which heretofore has listed the program logs of the four network affiliates and KOL, is expected to add the KRSC-TV schedule.

To Carry 'Newsreel'

Concentrating primarily on network films and local live sportscasts, KRSC-TV will carry the ten-minute International News Service *Newsreel*. Present plans call for rounding out the quarter-hour with telecasts of local still newsphotos taken by *P-I* photographers.

Although few live remotes are planned other than ball games, the station will telecast the official opening of the new Post-Intelligencer building, which is expected to be ready for occupancy in about a month. KRSC-TV will also televise such *P-I* promotional events as the Golden Gloves and the annual Homes Show sponsored by the newspaper.

On its AM operation, KRSC during the past week began promotional plugs for the Gen. Eisenhower Story, which the *P-I* is currently running.

Mr. Priebe also disclosed that substantial commercial billings have been piled up for the TV operation, with spots sold in large numbers. All 17 television set distributors in Seattle have joined together to buy an hour of each of the first five days KRSC-TV is on the air. They plan to have each dealer demonstrate the sets available.

Frederick & Nelson, Seattle department store, has signed for the five-a-week INS *Newsreel*, placed direct. The store has sponsored a full hour of classical music daily on the AM schedule of KRSC for several years.

Organization Meet Held By N.Y. AP Broadcasters

THE NEWLY FORMED New York State Associated Press Broadcasters Assn. met for the first time last Wednesday at the Hotel Ten Eyck, Albany.

Representatives from stations in New York which subscribe to AP news wire service met to set up a constitution and by-laws, and to outline the group's functions. The association seeks to secure for member radio stations "as much say" in AP service as have member newspapers.

Thomas McFadden, manager of WNBC and WNBT (TV) New York, has been asked to serve on the association's organization committee, and has been named an honorary director. Gunnar Wiig, general manager of WHEC Rochester and group counsel for the Gannett Radio Group, is temporary chairman of the organization.

Telestatus

(Continued from page 10)

of video, Dr. Coffin said that the survey showed 60% of the people polled felt the technical quality had improved while 85% feel that programming is better.

In a comparative media question, Dr. Coffin said, "we put four major media against each other, asking set-owner's preference among the advertisements in magazines, newspapers, radio and TV.

"The figures: 45% prefer magazine advertising, 44% television, 7% newspapers and 1% radio.

"Preference between the two media is strongly determined by economic status. On the middle class level television and magazines balance almost equally. As you move toward the upper classes, magazine preference steadily increases. As you move toward the lower classes, television preference steadily increases. Can it be that television is turning into a mass medium?"

CKNW New Westminster, B. C., has been granted an increase in power to 1000 w D and 500 w N. At present CKNW is operating on 250 w day and night.

NEW!

High Fidelity Dynamic

E-V BROADCAST Microphones

Model 650
(Output −46 db)

Model 645
(Output −50 db)

Engineered to the Highest
FM and AM Broadcast Standards

FEATURES LIKE THESE
WIN *TOP RATING*

by Station and Network Engineers!

Flat out to 15 kc! Extremely high output! Impedance selector! Dual-type shock-mount! Remarkably rugged! Individually calibrated!

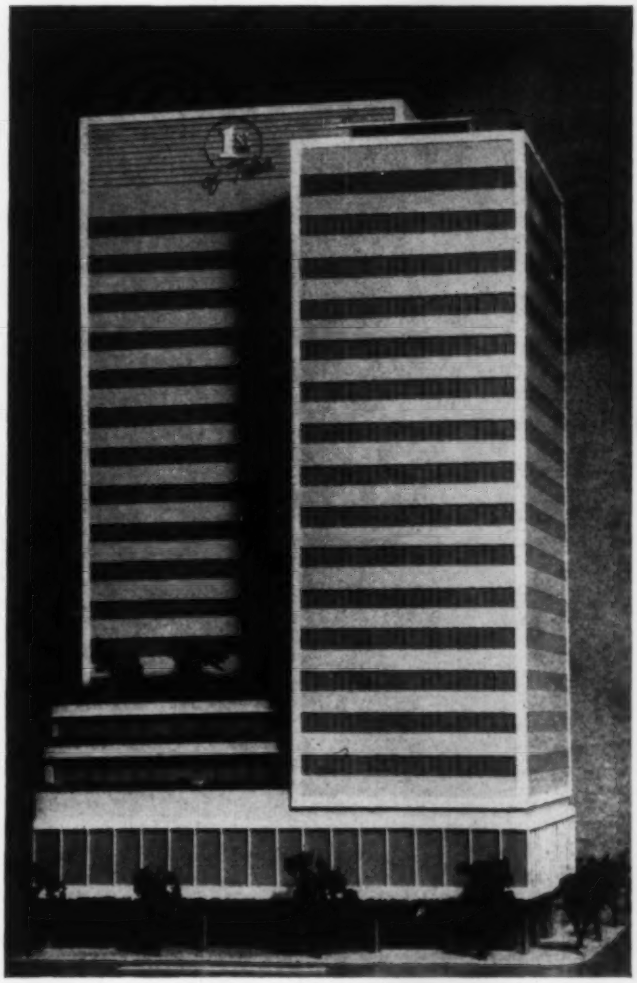
Developed in cooperation with station and network engineers, the new "650" and "645" meet exacting requirements of modern high fidelity FM and AM broadcast service. Proved in studio and remote use. Polar pattern is non-directional at low frequencies, becoming directional at high frequencies. Recessed switch gives instant selection of 50 or 250 ohms impedance. Exclusive Acoustalloy diaphragm withstands toughest use. Many other important features assure the ultimate in broadcast quality. Satin chromium finish. Fully guaranteed.

Model 650. Output level —46 db. List **$150.00**
Model 645. Output level —50 db. List **$100.00**

Broadcast Engineers: Put the "650" or "645" to the test in your station. Know the thrill of using the newest and finest. Write for full details.

ELECTRO-VOICE, INC. BUCHANAN, MICHIGAN
Export: 13 East 40th St., New York 16, U. S. A. Cables: Arlab

NO FINER CHOICE THAN Electro-Voice



Assignment Progress

On Sunday, September 26th, KVOO inaugurated a series of weekly programs known as *"Assignment Progress"*. These programs are telling the story of construction progress on the new $5,000,000.00 First National Bank-Sunray Oil Company Building, in Tulsa.

Featured element in this First National sponsored program are the voices of the men who build this structure — the excavators, steel workers, carpenters, painters, architects, contractor and many others. By means of wire recording these men are interviewed on the job and describe the work they perform. Designed to do a job of capital-labor relations and to keep the public informed of week by week progress, the program is attracting a large and interested audience.

"Assignment Progress", a KVOO originated program idea, is another first in a long record of achievement! It demonstrates, once again, the kind of program leadership which has made and will continue to keep KVOO *Oklahoma's Greatest Station!*

RADIO STATION KVOO

50,000 WATTS
EDWARD PETRY AND CO., INC. NATIONAL REPRESENTATIVES
OKLAHOMA'S GREATEST STATION
TULSA, OKLA.

"Hi-Jinks" . . . Baltimo

. . . Now on Both WB

Nick Campofreda, Gloria Halliday, and Bob Berry . . . stars on "Hi Jinks"

WBAL and WBAL-TV . . .

e's Great Noon-Time Variety Show

BAL and WBAL-TV

For years "Hi Jinks" has been a favorite with radio listeners in the Baltimore area at 12:15 to 1:00 P. M., Monday thru Friday. Garry Moore, who now conducts NBC's "Take It or Leave It", was a "Hi Jinks" star ten years ago.

"Hi Jinks" is just the sort of program that its name implies. Today's stars are the brightest in Baltimore's radio firmament—lovely Gloria Halliday, versatile Nick Campofreda, romantic Bob Berry—plus guests—plus "gimmicks"

It's the kind of program Baltimoreans wanted us to add to our TV schedule. So now "Hi Jinks" is another WBAL star show also shining on WBAL-TV.

WBAL and WBAL-TV

2610 N. Charles Street • Baltimore 18, Md.
NBC AFFILIATE • Nationally Represented by Edward Petry Co.

. . Mean Business in Baltimore!

Editorial

Election Postlude

UNTIL THE next crisis, the hottest topic of political conversation will surround the election upset. Labor claims it swung the tide. So do the farmers. The Republicans blame inertia among Republicans and failure to get out a couple of million voters.

There may be a modicum of truth in each claim or alibi.

We contend that radio did most of that job, just as radio did the job for Franklin D. Roosevelt in four successive campaigns. In those past FDR campaigns there was never any question about radio as the vehicle.

Harry Truman is no FDR. It wasn't superb oratory that did it. Radio *in other ways* did for the Democrats what FDR did alone.

Compare the Dewey radio campaign to Truman's. Gov. Dewey's radio manner was perfect—too perfect. It was formal and high level—like Toscanini in a full dress suit. Mr. Truman was as natural as homespun. It was, to use the radio analogy, Toscanini against Fibber McGee. Check their radio ratings and you get the idea.

Ken Fry, radio director of the Democratic National Committee, points out that a direct appeal was made to women with the Committee's disc jockey show. And he cites the radio activity of the labor unions, who spent nearly as much on radio to promote Mr. Truman as did the Committee.

There was the decisive factor in inveigling votes for the Truman ticket. It was done on the *local* level, and via *sound* broadcasting. And it accounts for the Democratic landslide in Congress and in state and local offices.

Almost entirely overlooked is the strategy of Morris Novik, the radio-labor expert and the former right-hand bower of Mayor LaGuardia during his fabulously successful reign. It was LaGuardia who ignored the newspapers and used radio to reach the New York electorate. He held no press conferences. He let the newspapers tune in WNYC. Mr. Novik was at LaGuardia's elbow.

The Novik formula is simple. He bought late network time—minimum time for eight national programs. He had 60 to 100 local station cut-ins for local candidates for office—candidates known to the local audience. He arranged a radio rally for AFL, with President Green or Vice President Meany speaking only 4-5 minutes; with Hollywood names interspersed, but always with local cut-ins taking the bulk of the time. More than 100 candidates got on the air *locally*, but they rubbed radio elbows with the President and with the big names of politics, labor, and show business.

Top-rated shows were not kicked off (and paid for). Late time was used, with the local names and local promotion building tune-in. Listeners were not denied favorite programs. It was done on a straight labor basis—for ILGWU-AFL; Labor Political League; UAW-CIO. The auspices differed, but the technique was the same.

When the politicos quit worrying about the pollsters, and really analyze radio's part in the Truman upset, we venture their judgment will not veer far from ours. And we predict that by 1952 the system generally used will largely parallel the "Novik formula."

This job, incidentally, was done by *sound* broadcasting—network and local. Television couldn't hit the by-ways and the hinterland. Sound radio drenched them.

Music Lesson

BROADCAST Music Inc., won't be 10 years old until 1950. Yet 2,000 broadcasters have taken steps to insure its existence (and their own) for another 10 years.

Ten years ago radio had its break with ASCAP, then the Goliath of Tin Pan Alley. Today ASCAP thrives. So does BMI—radio's David. BMI introduced competition in music. It liberated publishers, writers and authors who theretofore could do business at only one stand if, indeed, they did business at all.

Today broadcasters deal in a competitive music market. They get more for less. Music is still a vexatious problem for radio. A decade ago it was life-and-death.

So today 90% of all stations have reaffirmed their faith in BMI through contract renewals, 18 months ahead of expiration. No greater tribute could be paid any organization. It is proof that radio has learned its music lesson.

Only the Beginning

THE ZEAL and emotion that marked NAB's self-regulatory triumph, the writing of business standards, stands out in marked contrast to the coast-to-coast calm that has marked the first six months of the code.

To the suggestion that the industry's code already is an important document, teetering on the edge of management's ledgers, Judge Miller explains that the calm has been misconstrued. Rather than a sign of weakness, he says, this unemotional attitude represents a normal and healthy expectancy.

This, of course, is the era in which the educational and interpretative processes will be set in motion. If the code writing process seemed unduly long to men accustomed to quick and important decisions, the next period may sorely strain their patience.

All along Judge Miller has described the undertaking as a legislative process. In the history of civilized living the legislative process has always been followed by the much more difficult task of living under the law as interpreted by judicial agencies.

That's what is about to happen to NAB's Standards of Practice. All professional groups endeavoring to live up to high standards have found that this problem is not easy.

The NAB board this week faces the first phase of the actual code operating problem. It will be stimulated by the willingness of major networks to live under its provisions and it will be concerned over the apparent lack of interest at the local level coupled with the very real problem of persuading businessmen to comply even if it hurts.

No person close to the code operation will be surprised if the board meeting turns into a fiery forum. The job is a tough one and cannot be performed by an exchange of love and kisses. Even tougher will be the execution of the board's educational and interpretative program. Here again the process will require the best efforts of earnest men with many ideas.

And if some outsider snorts that the broadcasters are fighting among themselves once more, Judge Miller will remind that all important achievements grow out of man's success in forging many ideas into a reasonable and acceptable formula.

Much has been done to bring the business of broadcasting into the highest level of professional activity. But it's only the beginning.

Our Respects To —

DOLLY RUTH BANKS

DOLLY BANKS, second in command at WHAT Philadelphia, is one of the best-dressed executives in radio—and she has found a relationship between fashions and running a radio station.

To be fashionable plus, a woman must know how others are dressed—and then dress a bit differently. Dolly Banks' philosophy of profitable station operation is somewhat the same: Find out what the opposition is doing—then do something different and better.

To help her keep tabs on the opposition, she has a radio in every room of her home in the Oak Lane section of her native Philadelphia. The sets are more often tuned to other Philadelphia stations than to her own.

Dolly Banks prefers to run in a direction away from the pack. For example, she learned that no station in the area had a Negro disc jockey. So she set one up, hired a fulltime Negro announcer and now has a Negro breakfast show for women only in a Negro night club. Similarly, she concentrated on the Italian language programs, and WHAT now is among the leaders in such broadcasts.

These shows have helped make WHAT a big money maker. And they have confirmed her brother's faith in her judgment. He is William Banks, the station's owner.

Her talent permits her brother to concentrate outside on radio sales, which is his forte, while she concentrates on the inside administration of the station under the title of program director. It is a brother and sister team that has worked with exceptional smoothness.

A shapely, flashing-eyed brunette of 30, she was once a ballet dancer. She was one of Edna Wroe's famous "Wroe's Buds" at Million Dollar Pier in Atlantic City, danced with the Philadelphia Ballet Co. and with the Littlefield group.

In business she talks quickly, to the point, and never forgets that WHAT is operating as a commercial venture. On her desk is a cigarette lighter shaped like an eight-ball. She makes it plain that no matter where she sits around that sphere, it is never she who is behind the eight-ball.

Her personal involvement in radio was a hit-or-miss experience until four years ago. Her brother Billy had brought talk of the industry home with him ever since 1929, when he became a time salesman with WIP Philadelphia. She did clerical work at that station

(Continued on page 68)

James Beattie

"Is there a heart that music cannot melt?" James Beattie, the Scottish poet, asked the question some 200 years ago. It was purely rhetorical, of course. He knew, as smart advertisers have since learned, that music melts all hearts... and lots of sales resistance, too. Ask the advertisers who use **WQXR**... the station that's all music and such good music that more than half a million New York families can't tear their ears away from it. They're choice families... the choicest in this choicest of all markets. They love good things as they love good music... and can afford to buy them, too. If you've got something you'd like melted into the pure gold of profit... call CIrcle 5-5566.

WQXR

AND WQXR-FM

RADIO STATIONS OF THE NEW YORK TIMES

Management

MICHAEL HENRY, member of WBBM Chicago sales staff since 1947, resigns Dec. 1 to become president of Central Illinois Radio Corp. and general manager of WWXL Peoria, Ill. WWXL, an independent outlet of corporation, will have an emphasized sports, news and music programming under Mr. Henry's supervision.

ROBERT W. STANDART, commercial manager of WBAY Coral Gables, Fla., resigns effective today (Nov. 15) to become general manager of WFTL and WGOR (FM) Fort Lauderdale, Fla.

STANTON P. KETTLER, managing director of WGBS Miami, has been appointed one of four district directors of Dade County Community Chest 1948 campaign.

KEN R. DYKE, administrative vice president of NBC, and Mrs. Valerie Young were married Nov. 5 in New York.

C. J. WRIGHT Sr., president of Forrest Bcstg. Co., Hattiesburg, Miss., has received award presented to WFOR Hattiesburg by city's American Legion Post 24, in recognition of distinguished public service and cooperation with American Legion for betterment of community, state and nation.

HAROLD W. BATCHELDER, former comptroller of WFBR Baltimore and afterward identified with WBAL-TV Baltimore, has moved to Coral Gables, Fla., where he has acquired a well-established fruit shipping business—Marc-Abbot Ltd. Concern ships fruit and tropical preserves.

MRS. OVETA CULP HOBBY, executive vice president and co-publisher of the *Houston* (Tex.) *Post*, licensee of KPRC Houston, and wartime director of the Women's Army Corps, has been unanimously elected president of the Southern Newspaper Publishers Assn.

RALPH ELVIN, Fort Industry Co. official in Detroit, is returning to his home in Van Wert, Ohio, for an indefinite leave of absence under doctor's orders. For nearly 10 years he was manager of WLOK Lima, Ohio, Fort Industry outlet. **RICHARD E. JONES,** managing director of WJBK WJBK-FM and WJBK-TV Detroit, was named general manager of Fort Industry Detroit operations, assuming Mr. Elvin's former duties [BROADCASTING, Nov. 1].

THEODORE C. STREIBERT, president of WOR New York, this month, was elected member of board of directors, Ward Baking Co., New York, and trustee of the Brooklyn Institute of Arts and Sciences.

LON A. CEARLEY, former controller of RCA Communications Inc., New York, has been elected vice president and controller. Mr. Cearley joined the company in 1945 as assistant to the vice president and controller. Before going to RCA he was chief accountant of the Arkansas Dept. of Public Utilities, and accountant in charge of the FCC offices in New York and St. Louis.

Mr. Cearley

P. K. LEBERMAN, president of KRSC Seattle, spoke at the Seattle Advertising and Sales Club luncheon meeting on Nov. 4. Theme of address was, "An Advance, Inside Look at Television." KRSC is scheduled to start television operation on Nov. 25.

PAUL M. BREINING, manager of WBPZ Lock Haven, Pa., since station went on air in 1946, has resigned. He has announced no future plans.

GEORGE V. DENNY Jr., president and moderator of ABC's *Town Meeting of the Air*, acted as moderator for a special "Town Meeting" program broadcast over WAKR, ABC affiliate in Akron, Ohio. Question for discussion was: "Should Community Chest Funds be used for purposes other than direct relief, and are administrative costs too high?"

Hobby Master

(Continued from page 54)

courtship days at KDKA that she could unselfishly share him with his hobbies and arts, has achieved fame in her own right as Lois Miller. At KDKA she was organist and staff musician. When they moved to Westinghouse headquarters in Philadelphia, she continued her professional career.

Broadcasters remember the way she made the two big Convention Hall organs talk at the 1947 NAB convention in Atlantic City. Probably few of them realized that a lot of the keys in the balcony organ were dead as she entertained during luncheon. Her rendition of the Star Spangled Banner on the world's largest organ, located on the main floor, has opened literally dozens of conventions.

Two busy people, the McGills, but their interests are common as well as numerous. One of Mac's latter day hobbies is astronomy. Not satisfied with looking at the stars, he got interested in the telescopes that bring them closer. Soon he was manufacturing telescopes—and commercially.

Some months ago he hitched a four-inch astronomical telescope to a camera to produce a series of shots of the KYW-FM tower atop the Architects Bldg. in Philadelphia. They conform to the best McGill standards.

Now he is waiting for another National Radio Week to focus the nation's attention on broadcasting.

"A whisper, lent wings, became the thunder of the people's voice," one of his murals says. That voice, portrayed on canvass, rises to a crescendo once a year, impelled by Mac's magic and energy.

10-Month TV Set Sales Hit 16,572 in Cleveland

DURING first ten months of WEWS (TV) Cleveland's operation 16,572 TV receivers were sold in the station's viewing area, WEWS reported last Monday. The figure is based on sales and installation data provided WEWS by distributors.

The 16,572 figure is a minimum total, according to WEWS. It does not include sales of nine TV set manufacturers active in the Cleveland area.

Call Our NEW Representatives
RADIO REPRESENTATIVES, INC.
CHICAGO NEW YORK LOS ANGELES
when you want to reach

CHICAGO BUYERS

ONLY
56c
PER THOUSAND

In the center of the dial in CHICAGO

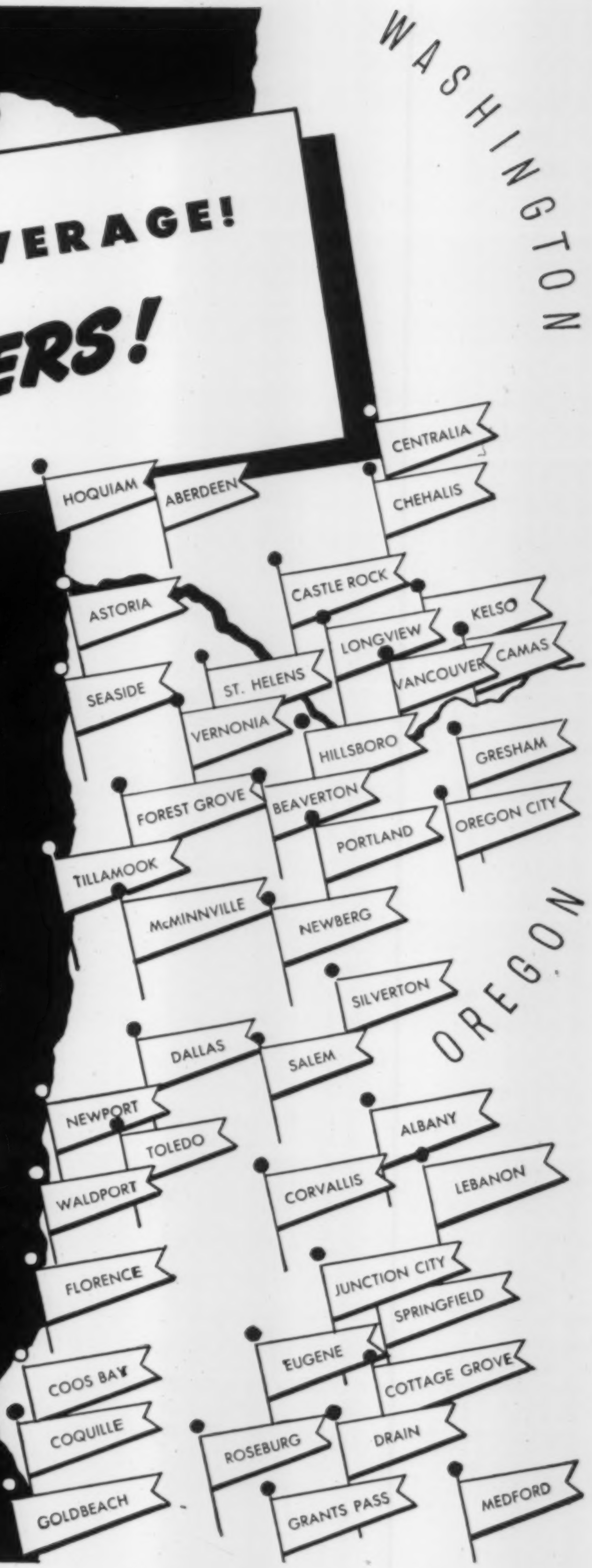
WIND	WMAQ	WGN	WBBM	WAIT	WLS WENR	WCFL	WJJD	WSBC	WGES
560	670	720	780	820	890	1000	1160	1240	1390

5000 WATTS
WAIT
360 No. Mich. Ave.
Chicago 1, ILL.

REPRESENTED BY: RADIO REPRESENTATIVES, INC.

POWER! COVERAGE!

LISTENERS!


WASHINGTON
CENTRALIA
HOQUIAM
ABERDEEN
CHEHALIS
CASTLE ROCK
ASTORIA
KELSO
LONGVIEW
CAMAS
VANCOUVER
SEASIDE
ST. HELENS
VERNONIA
HILLSBORO
GRESHAM
FOREST GROVE
BEAVERTON
OREGON CITY
PORTLAND
TILLAMOOK
McMINNVILLE
NEWBERG
OREGON
SILVERTON
DALLAS
SALEM
NEWPORT
TOLEDO
ALBANY
WALDPORT
CORVALLIS
LEBANON
FLORENCE
JUNCTION CITY
SPRINGFIELD
EUGENE
COOS BAY
COTTAGE GROVE
COQUILLE
ROSEBURG
DRAIN
GOLDBEACH
GRANTS PASS
MEDFORD

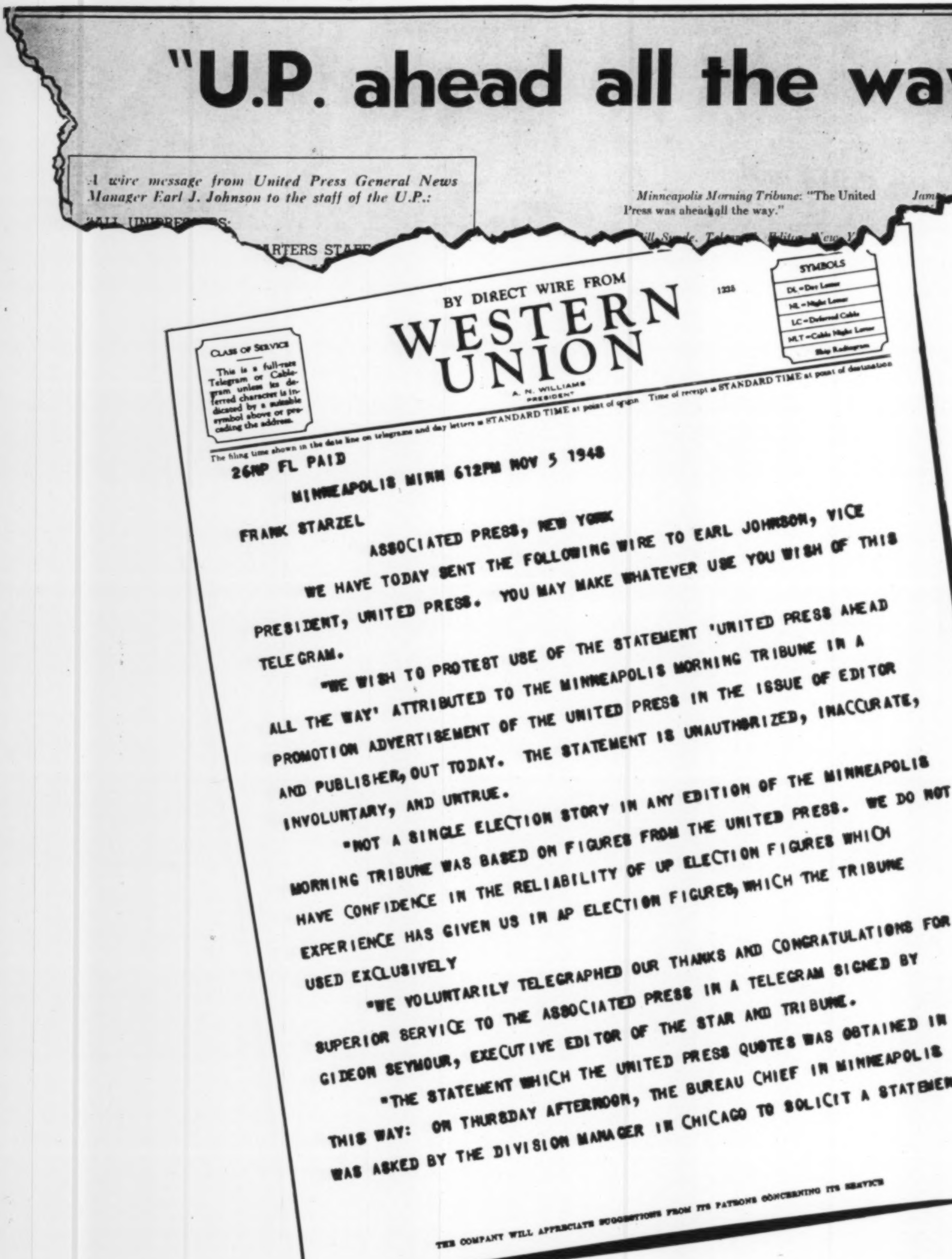
The power of KEX, Oregon's only 50 kw. station, is beamed to cover the richest and most populous areas of Oregon and Washington. To attract *more* listeners for KEX advertisers, KEX is now staging audience promotions in all these Oregon and Washington communities.

KEX

THE 50,000-WATT ABC AFFILIATE
IN PORTLAND, OREGON

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WBZ • WBZA • WOWO • KEX • WBZ-TV
National Representatives, NBC Spot Sales, except for KEX;
for KEX, Free & Peters

An expose that should



"U.P. ahead all the way!"

A wire message from United Press General News Manager Earl J. Johnson to the staff of the U.P.:

"ALL UNIPRES

ARTERS STAF

Minneapolis Morning Tribune: "The United Press was ahead all the way."

BY DIRECT WIRE FROM
WESTERN UNION
A. N. WILLIAMS
PRESIDENT

1220

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

26NP FL PAID
MINNEAPOLIS MINN 612PM NOV 5 1948
FRANK STARZEL
ASSOCIATED PRESS, NEW YORK

WE HAVE TODAY SENT THE FOLLOWING WIRE TO EARL JOHNSON, VICE PRESIDENT, UNITED PRESS. YOU MAY MAKE WHATEVER USE YOU WISH OF THIS TELEGRAM.

"WE WISH TO PROTEST USE OF THE STATEMENT 'UNITED PRESS AHEAD ALL THE WAY' ATTRIBUTED TO THE MINNEAPOLIS MORNING TRIBUNE IN A PROMOTION ADVERTISEMENT OF THE UNITED PRESS IN THE ISSUE OF EDITOR AND PUBLISHER, OUT TODAY. THE STATEMENT IS UNAUTHORIZED, INACCURATE, INVOLUNTARY, AND UNTRUE.

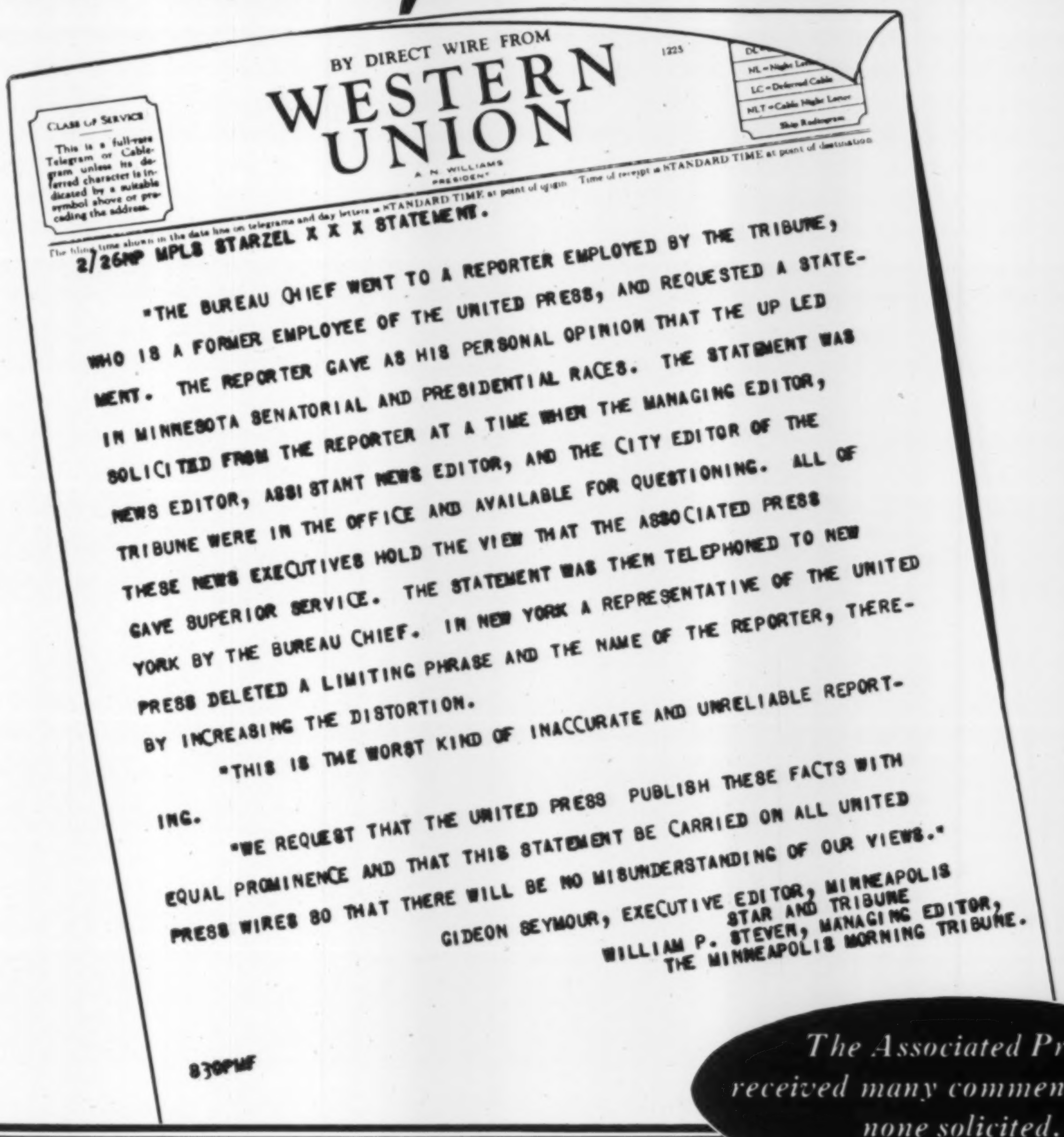
"NOT A SINGLE ELECTION STORY IN ANY EDITION OF THE MINNEAPOLIS MORNING TRIBUNE WAS BASED ON FIGURES FROM THE UNITED PRESS. WE DO NOT HAVE CONFIDENCE IN THE RELIABILITY OF UP ELECTION FIGURES WHICH EXPERIENCE HAS GIVEN US IN AP ELECTION FIGURES, WHICH THE TRIBUNE USED EXCLUSIVELY

"WE VOLUNTARILY TELEGRAPHED OUR THANKS AND CONGRATULATIONS FOR SUPERIOR SERVICE TO THE ASSOCIATED PRESS IN A TELEGRAM SIGNED BY GIDEON SEYMOUR, EXECUTIVE EDITOR OF THE STAR AND TRIBUNE.

"THE STATEMENT WHICH THE UNITED PRESS QUOTES WAS OBTAINED IN THIS WAY: ON THURSDAY AFTERNOON, THE BUREAU CHIEF IN MINNEAPOLIS WAS ASKED BY THE DIVISION MANAGER IN CHICAGO TO SOLICIT A STATEMENT.

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

end all spurious blurbs



BY DIRECT WIRE FROM

WESTERN UNION

A. N. WILLIAMS
PRESIDENT

1225

CLASS OF SERVICE
This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

DL
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

2/26NP MPLS STARZEL X X X STATEMENT.

"THE BUREAU CHIEF WENT TO A REPORTER EMPLOYED BY THE TRIBUNE, WHO IS A FORMER EMPLOYEE OF THE UNITED PRESS, AND REQUESTED A STATEMENT. THE REPORTER GAVE AS HIS PERSONAL OPINION THAT THE UP LED IN MINNESOTA SENATORIAL AND PRESIDENTIAL RACES. THE STATEMENT WAS SOLICITED FROM THE REPORTER AT A TIME WHEN THE MANAGING EDITOR, NEWS EDITOR, ASSISTANT NEWS EDITOR, AND THE CITY EDITOR OF THE TRIBUNE WERE IN THE OFFICE AND AVAILABLE FOR QUESTIONING. ALL OF THESE NEWS EXECUTIVES HOLD THE VIEW THAT THE ASSOCIATED PRESS GAVE SUPERIOR SERVICE. THE STATEMENT WAS THEN TELEPHONED TO NEW YORK BY THE BUREAU CHIEF. IN NEW YORK A REPRESENTATIVE OF THE UNITED PRESS DELETED A LIMITING PHRASE AND THE NAME OF THE REPORTER, THEREBY INCREASING THE DISTORTION.

"THIS IS THE WORST KIND OF INACCURATE AND UNRELIABLE REPORTING.

"WE REQUEST THAT THE UNITED PRESS PUBLISH THESE FACTS WITH EQUAL PROMINENCE AND THAT THIS STATEMENT BE CARRIED ON ALL UNITED PRESS WIRES SO THAT THERE WILL BE NO MISUNDERSTANDING OF OUR VIEWS."

GIDEON SEYMOUR, EXECUTIVE EDITOR, MINNEAPOLIS
STAR AND TRIBUNE
WILLIAM P. STEVEN, MANAGING EDITOR,
THE MINNEAPOLIS MORNING TRIBUNE.

839PMF

The Associated Press received many commendations — none solicited.

The Associated Press alone — only The Associated Press — makes a complete, first-hand tabulation of votes — state by state, county by county, and precinct by precinct. The conclusive, unimpeachable evidence of the outcome of the election on a nationwide basis came from only one source……

The Associated Press

Commercial

JIM McCORD has been appointed sales manager of KAYL Storm Lake, Iowa. He was formerly executive secretary of the Storm Lake Chamber of Commerce.

Mr. Moyer

HOLLY MOYER, formerly with John Blair & Co., Hollywood, has joined KFRE Fresno, Calif., as sales manager.

ANDY STATZ has joined continuity staff of KAYL Storm Lake, Iowa.

HANK SAURO has been transferred from publicity department of CKEY Toronto, to sales department.

JAMES D. BLACK has been appointed assistant sales manager of WTHT Hartford, Conn. Mr. Black has been in WTHT sales department for two years.

JOHN M. WEHRHEIM has been promoted to business manager of video department at NBC's Central Division. He has been with NBC for 15 years.

Mr. Wehrheim

WPTR Albany, N. Y., and WBCA-FM Schenectady, N. Y., have appointed **WILLIAM G. RAMBEAU Co.,** New York, as their representative.

WILLARD SAUNDERS has joined sales department of KCMO Kansas City, Mo. He was formerly an account executive for Beaumont & Hohman, Omaha advertising agency.

WILLIAM W. BOONE, assistant auditor for NBC Western Division, has been named business manager of network's western television operations. **CAROL P. EWING,** formerly disbursement accountant, replaces Mr. Boone as assistant auditor.

Radio Women Honored By Grocery Trade Group

THREE women broadcasters are to be honored tomorrow (Nov. 16) by the Grocery Manufacturers of America for "outstanding work in interpreting the facts of U. S. food supply to American women."

A top trophy will be awarded to Mrs. Heloise Parker Broeg, "Mother Parker" of WEEI Boston, at the 40th annual GMA meeting in New York City. Mrs. Dorothy S. Towle, WHEB Portsmouth, N. H., and Marion Resch, WJMJ Youngstown, Ohio, won honorable mentions.

City Studies Video Outlet With WNYC

NEW YORK City's Mayor William O'Dwyer has been asked to appoint a committee to study the possibility of setting up a television sister station for WNYC New York, the city-owned AM outlet. The request came in a resolution introduced Oct. 28 in City Council.

Seymour N. Siegel, who as New York's director of radio communications has charge of WNYC and WNYC-FM, explained that thus far the city has deferred action toward establishing a video outlet pending outcome of the current FCC hearings on channel reassignments.

Clarification of the city's administration of WNYC and WNYC-FM is provided in another bill introduced in City Council the same day.

Control of Station

For the last decade the city stations have been controlled by the Mayor's office, through the Department of Public Works. Last Jan. 1 New York set up the Municipal Broadcasting System as a separate budgetary unit with Mr. Siegel as director, but neglected to amend the law putting it under the Dept. of Public Works.

The proposed adjustment, according to Mr. Siegel, will amount to a legalization and simplification of the system under which the stations have already been operating. It calls for the establishment of a Division of Radio Broadcasting within the office of the Mayor. The bill, now in committee, is expected to be approved with little dissent.

INGRIM IS DON LEE ADVERTISING CHIEF

WARD D. INGRIM, formerly with John Blair & Co., New York, has joined the Don Lee Broadcasting System, Hollywood, as director of advertising. Lewis Allen Weiss, Don Lee president and MBS board chairman, announced the appointment.

Mr. Ingrim

Mr. Ingrim assumes his duties today (Nov. 15) in full charge of all selling, advertising and promotion for the 55-station network. He will also handle all western MBS network sales, according to Mr. Weiss.

A native of Stockton, Calif., Mr. Ingrim was graduated from the U. of California in 1931 with B.S. degree. He joined KJBS San Francisco, spending most of four years in sales. Next he shifted to KFRC also that city, becoming sales manager in 1936. Later he was named assistant manager.

with our new
5000-watt* nighttime signal

We Get Results

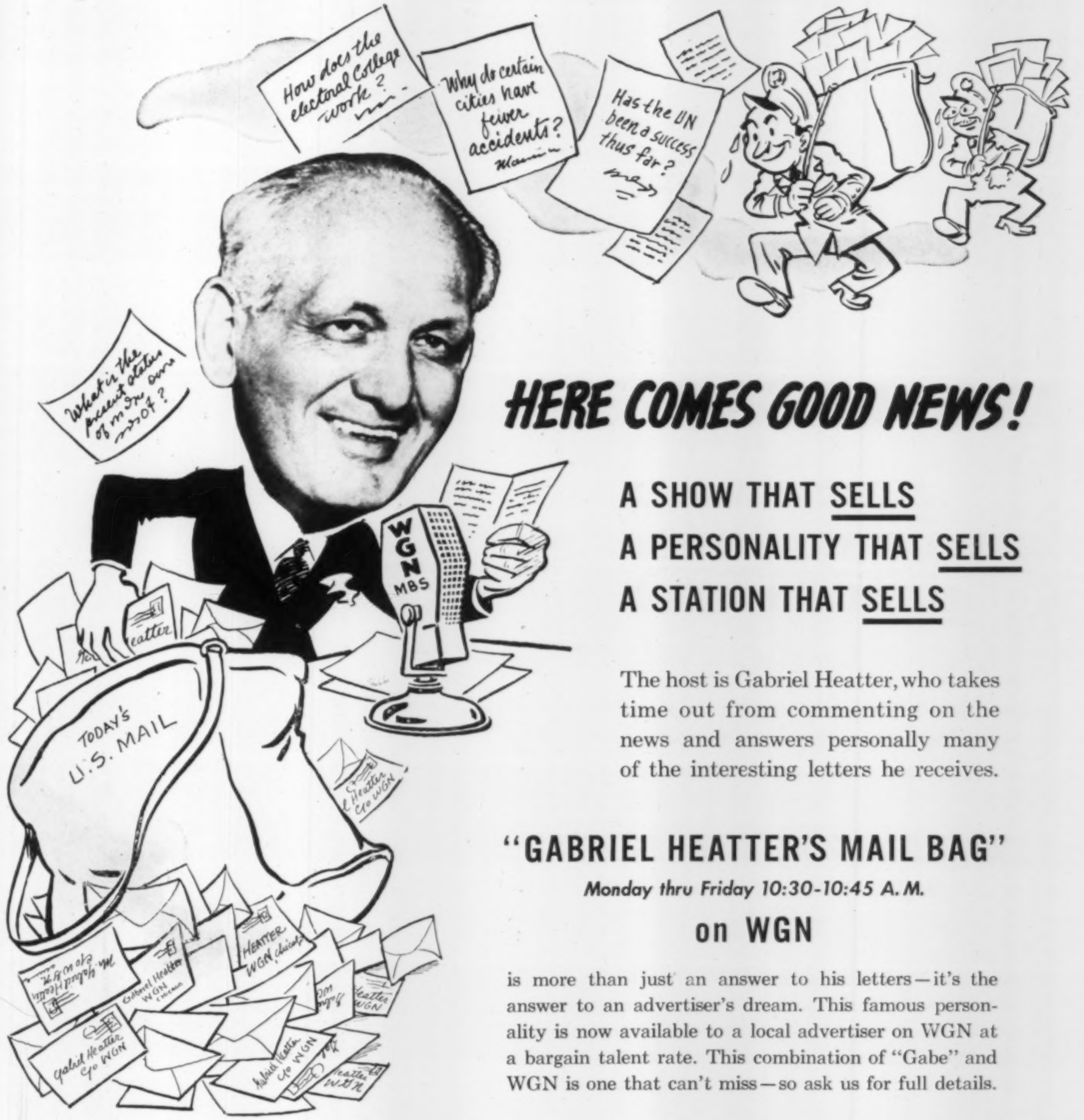
more than ever

*550 KC, TOO - RADIO'S MOST FAVORABLE WAVE LENGTH

Leo J. ("Fitz") Fitzpatrick
and
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, NEW YORK
National Representatives Free & Peters, Inc.


How does the electoral College work?
Why do certain cities have fewer accidents?
Has the UN been a success thus far?
What is the present status of
WGN MBS
Heatter
TODAY'S U.S. MAIL
Heatter c/o WGN
Gabriel Heatter WGN Chicago
Heatter WGN Chicago
Heatter WGN
Gabriel Heatter c/o WGN
Heatter WGN

HERE COMES GOOD NEWS!

A SHOW THAT SELLS
A PERSONALITY THAT SELLS
A STATION THAT SELLS

The host is Gabriel Heatter, who takes time out from commenting on the news and answers personally many of the interesting letters he receives.

"GABRIEL HEATTER'S MAIL BAG"

Monday thru Friday 10:30-10:45 A.M.

on WGN

is more than just an answer to his letters—it's the answer to an advertiser's dream. This famous personality is now available to a local advertiser on WGN at a bargain talent rate. This combination of "Gabe" and WGN is one that can't miss—so ask us for full details.

A Clear Channel Station . . .
Serving the Middle West

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

MBS

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 2978 Wilshire Blvd., Los Angeles 5
710 Lewis Bldg., 333 SW Oak St., Portland 4

IN THE *Unique* SPOKANE MARKET

Spokane's Population Rank in Its Population Group is 22, but in All Retail Sales and Effective Buying Income, It Rises so Strongly It is Stamped at Once as One of the Most Superior Markets of the Country.

• From Data Copyrighted 1948 by Sales Management. Further Reproduction Not Authorized.

KGA's 50,000 WATTS *of Protected Persuasive Power*

Extends and Increases the Market

Ask Any Petrie Man!

50,000 WATTS CLEAR CHANNEL

KGA

ABC AFFILIATE

Owned and Operated by Louis Wasmer
Radio Central Bldg.
Spokane 8, Wash.

Respects

(Continued from page 60)

while a student at Philadelphia's Overbrook High School.

Meanwhile, she picked up details of business management from her father, owner of a chain of shoe stores, and kept learning more and more about showmanship as a ballet dancer.

This heterogeneous background was all brought into action four years ago, when her brother purchased WHAT from J. David Stern, Philadelphia publisher. The station had been in the red but her brother had already gotten it on a paying basis when Miss Banks joined him. After that, the two, as a team, built it into a highly profitable business.

On joining the operation, Dolly Banks immediately studied the station's program schedule and decided it needed overhauling. She began to block the time into segments, separating foreign language, English and Negro programs into cohesive units.

More energetically she began to slant WHAT's programs toward minority groups.

Around the time Dolly Banks joined the station brother Billy had to leave for two weeks on a business trip. Miss Banks, just 26, and brand new to radio management, was left in charge. In that two-week period, a hot potato was tossed into her lap—the religious programs of another Philadelphia station. Ministers and others interested in radio time came into WHAT in droves to get time which the other station no longer found it possible to make available.

All Welcomed

She decided that not a single seeker after time was going to be turned away. She was able to squeeze every time seeker of every denomination somewhere into the schedule.

"We don't just sell time, schedule the show and forget about it," says Miss Banks. "We keep a critical eye on every commercial effort and try to see that the goal intended is being reached. Selling the sponsor a contract is just the beginning of selling him service."

In recognition of the outlet's works in public causes, half a dozen awards and certificates are on Miss Banks' office walls.

She also is proud of the pull the station has been able to effect in behalf of the needy. Best example is the case of a seven-year-old colored girl, whose legs were amputated in an accident. Miss Banks piloted WHAT into a money-raising drive for the victim which resulted in a trust fund for the child of over $5,000.

She was one of the city's official hostesses for the Republican and Democratic Conventions.

Some of her other activities: women's division, Variety Club; radio division, Community Chest; Mayor's Civic Committee; board member, National Negro College Fund; Association of Women Broadcasters; publicity committee, American Jewish Congress; publicity committee, Home League of the Salvation Army.

"Dolly," her brother says, "acted from the start as though she were born with a microphone in one hand, rate card in the other and a copy of FCC rules and regulations spread out in front of her. She's been a natural for the business."

Best Teacher's Contest Started by 'Quiz Kids'

FOURTH ANNUAL *Quiz Kids* Best Teacher Contest was launched yesterday (Sunday, 3-3:30 p.m. CST, Miles Labs. for Alka-Seltzer, One-A-Day vitamins) over full NBC network. Dr. Paul A. Witty, professor of education and director of the Psycho-Educational Clinic at Northwestern U., and a committee will select the "best teacher of 1949" from letters written by elementary and high school students.

Contest, which offers a $2,500 cash scholarship for study at any university or college and two $1,000 cash awards, closes Dec. 18. Prizes also include security bonds, bicycles and merchandise. Other judges are Dr. Willard Olson, professor of education and psychology and director of research in child development at the U. of Michigan, and the Rev. Philip S. Moore, dean of the graduate school of the U. of Notre Dame.

Weather Maps on Fax

WEATHER MAPS will be transmitted by facsimile in Chicago, according to Gordon E. Dunn, chief forecaster for the U. S. Weather Bureau in Chicago. In the past, weather maps have been plotted in Chicago's courthouse weather station in the loop every six hours and sent by messenger to the municipal airport for use in briefing pilots. Maps will be received at the airport seconds after they are drawn. It will be possible for business enterprises to tune in receivers along the Fax transmission beam.

Personal Income Up In September

Sales, Wage Rates Also Rise, Government Report Shows

PERSONAL INCOME, chain and mail order sales, and manufacturing wage rates all showed gains in September, according to reports issued by the Departments of Commerce and Labor. The September personal income figure is equal to an annual rate of $214.6 billion—and the third quarter estimates of 1948 annual income exceed those for 1948 by $5 billion.

Farm incomes dropped slightly, however, while payroll increases in the form of wages and salaries accounted for almost all the third quarter increase. Dividend payments rose slightly.

In line with increased spending power, chain and mail order sales showed a 10% dollar volume increase over September 1947. Much of this 10% increase reflects the rise in prices during the year. The index of sales remained at 317, the August level (1935-36 = 100).

Other Gains Reported

Women's wear experienced a more than customary September rise of 7%—while men's wear gained 6% to reach highest volume of trading this year. Shoe sales reached their former high of December 1947, with a gain of 4% in September.

Total volume of chain and mail order sales is estimated at $20 billion for the first nine months of 1948, according to the Dept. of Commerce, Office of Business Economics.

Manufacturing wage rates have increased about 11c an hour in the past 11 months, the Bureau of Labor Statistics reports. This brings the total of wage rate increases to 43% since V-J Day. However, total weekly pay of factory workers averages just 30% above the V-J Day level, because of shorter work week and less premium pay. The consumer's price increase has out-distanced the total weekly pay increase by 5%—rising 35% in three years.

"Nothing Could
Be Finer"

Down in Carolina ☆ ☆ ☆ ☆

WNAO RALEIGH North Carolina

The News and Observer Station

5000 WATTS • ABC • 850 KC.

Ask AVERY KNODEL, INC.

"OK" NEWS FOR YOUR SALES IN OKLAHOMA

Now Under Construction

ktok

Increased POWER

Better DIALING

5000 DAY-1000 NITE

1000 Kc.

Oklahoma City's *Fastest Growing* STATION

Talk to Your

TAYLOR-BORROFF

MAN

GEN'L OFFICES
408 Tower Petroleum Bldg.
Dallas, Texas
Alex Keese, General Manager

LOS ANGELES 13, CALIF.
411 W. 5th Street

CHICAGO 1, ILL.
360 N. Michigan Avenue

NEW YORK 18, N.Y.
500 5th Avenue

ATLANTA, GEORGIA
120 Marietta Street

DALLAS 1, TEXAS
805-6 Tower Petroleum Bldg.

SAN FRANCISCO 4, CALIF.
235 Montgomery St.

YOU-and a Million Prosperous Prospects-WILL HEAR MORE OF-

ktok

Affiliated ABC-Key Station OKLAHOMA NETWORK

APCO Tower — Oklahoma City

The music pours forth in Spillville (IOWA)

A northeastern Iowa village of 500 people, Spillville is widely known as the summer home of the famous composer, Antonin Dvorak. In this fertile farming area he found inspiration for many beautiful melodies.

WMT also makes sweet music in Spillville—and in a thousand similar communities in WMTland. With Iowa's stupendous bumper crop, Iowa farm income will reach new peaks this year. And WMT's listeners will have more money than ever to spend with WMT advertisers. Ask the Katz man for full details.

MINN.
WISC.
MASON CITY
WATERLOO
DUBUQUE
SIOUX CITY
CLINTON
DAVENPORT
Cedar Rapids
IOWA
CHICAGO
DES MOINES
NEB.
ILL.
OTTUMWA
BURLINGTON

WMT
CEDAR RAPIDS
5000 Watts 600 K.C. Day & Night
BASIC COLUMBIA NETWORK

Allied Arts

EDWARD J. THOMAS has been elected vice president and appointed general sales manager of International Events, Chicago news picture service. **DAVID GOTTLIEB** was re-elected president.

NANCY LEE WARING, formerly with Allan Meltzer public relations firm, New York, has opened her own publicity office at 18 East 48th St., New York.

RITA L. HOST, formerly of McCann-Erickson and Young & Rubicam, both New York, has joined Kellogg & Assoc., San Francisco research firm.

MERVIN D. FIELD, senior partner of Field & Peacock, research company, has become manager of the San Francisco office.

FRANK A. D. ANDREA, president of Andrea Radio Corp., Long Island City, N. Y., also has assumed the duties of general manager of the company.

Mr. Andrea

BRUCE DONALD, assistant to the late **RUDOLPH REHINTZ**, purchasing director for Andrea Radio Corp., Long Island City, N. Y., has been promoted to position of purchasing director.

KENNETH THOMSON has rejoined Screen Actors Guild, Hollywood, as television administrator for new video division. Mr. Thomson was one of original founders of SAG. He served as executive secretary until 1944 when he resigned to join Universal Studios, Hollywood.

S. PAYSON HALL, assistant comptroller of Meredith Pub. Co., Des Moines, has been elected treasurer of Television Assoc., Chicago manufacturing and engineering firm. Meredith has license for WHEN (TV) Syracuse, N. Y.

JOHN F. BIGELOW has been appointed director of service training for Magnavox Co., Ft. Wayne, Ind.

Dr. LADISLAUS L. MARTON has been appointed chief of the Electron Physics Section of the National Bureau of Standards, Washington. He will direct research on basic theory, methods and applications of electron and ion-beam devices.

Equipment

INDUSTRIAL TELEVISION Inc., Clifton, N. J., announces production of five new television receivers. Featured is a five-way combination remote control set with a 16-inch picture viewing tube, 12-inch electro-magnetic speaker, AM, FM, dual-speed automatic record player and all mechanical works in a separate unit. List price is $1,670. Other models in new "Century" line range from table model at $410 to a five-way combination at $695.

Television

MARGARET WEISS, writer-publicist, and **JOAN MURPHY LLOYD**, television editor of *Radio Mirror*, have formed Weiss & Lloyd Productions, New York, video package production firm.

SACK TELEVISION ENTERPRISES, Dallas, has acquired exclusive worldwide television and 16mm film distribution rights to four explorative bird reels, produced by Joseph Heidenkamp of Pittsburgh. Titles are: *The Robin*, *The Wood Thrush*, *The Bluebird* and *Bird Migration*.

KIBH in Seward, Alaska, Becomes Affiliate of CBS

KIBH Seward, Alaska, has affiliated with CBS effective Nov. 15 to bring the network's total stations to 179.

KIBH, the fifth Alaskan station to join CBS, operates with 250 w on 1340 kc and is owned by William T. Wagner, Alaska Broadcasting Co., Seattle.

Shortage of Power Cuts Ontario Radio

Advertisers Are Considering Dropping Some Accounts

ELECTRIC POWER CUTS at frequent periods of the day, five days a week, are causing headaches to Ontario broadcasters, not only for technical reasons, but also from a revenue standpoint.

Large advertisers are beginning seriously to consider dropping radio advertising, especially in the larger centers such as Toronto, Ottawa and Hamilton, and to request rebates for the time stations are unable to deliver an audience.

While no Ontario broadcasters have had to go off the air as yet because of electric power shortages, large sections of audience are automatically wiped out every time a district goes off the air.

At a meeting held at Toronto Nov. 9 by officials of the Canadian Assn. of Broadcasters, Canadian Broadcasting Corp. and Ontario Hydro Electric Power Commission, it was decided to set up a committee of broadcasters and advertising agencies to work out a campaign to tell Ontario people of the serious nature of electric power shortage and the need for conservation.

Campaign will try to cut use of power in major cities about 25%, and eliminate the need for night power cuts.

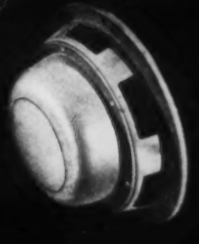
Broadcasting officials attending meeting in CAB offices were J. T. Allard and Art Evans, CAB; E. A. Weir and E. L. Bushnell, commercial manager and program director-general respectively of CBC; Waldo Holden, commercial manager, CFRB Toronto; Roly Ford, manager, CHUM Toronto; Don Insley and Ed Houston, CKEY Toronto.

As of mid-October there has been a one-hour morning cut, and a one hour afternoon cut five days a week in Toronto, and starting Nov. 8 there is an evening cut from 7-7:45 p.m. If sufficient power cannot be saved, Ontario Hydro Electric Power Commission officials have threatened to pull switches for all Toronto every weekday, 7-10 p.m., disrupting all electric service—streetlights, transportation and hospitals, as well as radio.

Power shortage is due to a number of reasons: (1) lack of water and snow this year, (2) lack of power generating plant expansion due to war and slowness in starting postwar development, (3) increased postwar domestic and industrial demand for electric power. Southern Ontario gets most of its power from sources in Quebec province, where there is a water shortage.

There is no relief in sight for the next few winters, even though many major power generating sites are now in process of being built. By 1952 there is enough power expected to take care of present demand but not of increased demand by that time.

For the finest sound, just pick from this line…



755A—8" direct radiator, 8 watts, 70-13,000 cycles.

756A—10" direct radiator, 20 watts, 65-10,000 cycles.

757A—dual unit system, 30 watts, 60-15,000 cycles.

728B—12" direct radiator, 30 watts, 60-10,000 cycles.

754A—12" direct radiator, extra high efficiency, 15 watts, 60-10,000 cycles.
754B—12" direct radiator, for outdoor use; 50 watts, 60-10,000 cycles.

★ NO MATTER what your loudspeaker needs may be, one of these five Western Electric types will fit like a glove!

If you're looking for *superlative* reproduction, you can't beat the dual unit 757A, with its unequaled combination of efficiency, frequency response and power capacity.

If you want the finest in direct radiators, you'll get just that in any one of the four Western Electric types—simply pick the *power* you need.

All types are available for immediate delivery. Call your nearest Graybar Representative or write to Graybar Electric Company, 420 Lexington Ave., New York 17, N. Y.

Distributed by GraybaR
OFFICES IN 100 PRINCIPAL CITIES

Western Electric
—QUALITY COUNTS—

DISTRIBUTORS: IN THE U. S. A.—Graybar Electric Company. IN CANADA AND NEWFOUNDLAND—Northern Electric Company, Ltd.

NARND MEET TV and Small Stations Covered

TELEVISION news coverage and problems of small station news staffs highlighted the third annual convention of the Nat. Assn. of Radio News Directors. The three day session, Nov. 12-14, was held at the DeSoto Hotel, St. Louis.

An introductory buiness session opened the meeting Friday morning with John Hogan, WCSH Portland, Me., presiding.

An afternoon session opened with a panel discussion of the "Problems of Small Station News Departments." Fred M. Hinshaw, WLBC Muncie, Ind., acted as chairman. Paul Ziemer, WKBH LaCrosse, covered "The State Capitol Newsroom," with Bill Tompkins, WROW Albany, discussing "Public Relations for Newly Established Newsrooms." F. O. Carver Jr., WSJS Winston-Salem, N. C., spoke about "Radio-Newspaper Cooperation."

News Executives Participate

Three network news executives participated during the second Friday afternoon panel with a discussion of the "Network Handling of News." The broad aspects of news editing and selection were covered by Abe Schechter, vice president for news and special events, Mutual; Frank McCall, news and special events director, NBC, and Wells Church, director of news broadcasts, CBS.

Bruce Barrington, KXOK St. Louis, opened the Saturday session with a discussion of his findings in the field of facsimile. Potentialities of facsimile in the field of news broadcasting were covered during this panel.

"Documentary Programs, Radio and Film," were covered by Sig Mickelson, WCCO Minneapolis, and Soren Munkhok, WOW Omaha. Mr. Mickelson has recently completed extensive work on two CBS documentaries: *Neither Free Nor Equal* and *Arrows in the Dust*.

Mr. Munkhof, who has worked on the production of film documentaries for WOW, discussed problems of producing films for promotional purposes or for television.

Jim Lawrence, KSD-TV St. Louis, and Jack Krueger, WTMJ-TV Milwaukee, led a timely discussion on "Television News." The panel was based on a book published by the NARND, *Getting Ready for Television*, and took up many of the problems confronting newsmen who are contemplating a switch to video. The discussion was based on operations of KSD-TV, where delegates had a chance to see video news in action.

During a Sunday morning panel on TV news, a film demonstration of International News Service's new video package for television stations was presented by John Cooper of INS, New York.

In a special feature, James C. Fidler, training officer in charge of broadcasting for the Weather Bureau, conducted a panel on "Intelligent Handling of Weather News." He covered the subject from the viewpoint of radio and TV.

News

ROBERT TOMPKINS has joined WWL New Orleans, as news editor.

EARL HENTON, former resident manager of WEBC Duluth, Minn., has been appointed director of news and special events for the Arrowhead Network, with headquarters in Duluth.

HAROLD J. SCHMITZ has joined KFEQ St. Joseph, Mo., as farm director. He was formerly extension radio farm specialist for Purdue U. and WBAA Lafayette, Ind.

PETER SMITH, news director and commentator at WABB and WABB-FM Mobile, Ala., has become a member of the National Press Club, Washington.

NORMAN THOMSEN has been appointed farm editor of KAYL Storm Lake, Iowa. He was formerly associated with KSIB Creston, Iowa.

There's an Island in Texas
COMPLETELY SURROUNDED BY LAND

. . . AND IT'S WORTH $500 MILLION TO YOU

There *is* an island in Texas ... the $500 million Lubbock trading area. Can't be reached from Amarillo (122 miles away), Fort Worth (290 miles), El Paso (380 miles), or San Antonio (411 miles). You cover *this* market from the inside. Per capita retail sales for the area's 396,000 consumers are $662.70*—twice the national average.

More local merchants use KCBD than use the other two stations combined.

* *Latest report available: U. S. Census Bureau.*

KCBD
1000 WATTS UNLIMITED
LUBBOCK, TEXAS
Joe H. Bryant, Gen. Mgr.
A Mutual Station
Rep. by JOHN E. PEARSON CO.

LORD SIMON VISIT
Inspires Other BBC Execs To Look Into Local FM

A VISIT to CFOS Owen Sound, Ont., by Lord Simon of Wythenshaw, chairman of the British Broadcasting Corp., has inspired visits to U. S. and Canadian stations by BBC top executives. They plan to pick up pointers for the expansion of the BBC into the local FM field.

At a luncheon arranged for him in Owen Sound, Lord Simon was asked to speak. Instead of giving a talk on the BBC he asked each person at the luncheon what he found of interest in CFOS, why he listened to the local station.

He was so impressed with the answers he obtained that he made a detailed study of CFOS operations, especially its local programming. He was especially interested to learn on how small a sum such a station could operate annually and make money, in addition to building an enthusiastic audience.

The BBC chairman was impressed when told that surveys showed that 38% of local radios are normally in use and that the large majority tune in CFOS. He expressed the opinion to Ralph Snelgrove, CFOS manager, that the BBC system could be expanded on a similar local station basis. BBC is now working on plans for such community FM stations, he added.

WTTM in Right Camp

WTTM Trenton, N. J., was on the spot when news of the swing to the Democrats started rolling in election night. The station had rented its 500 - seat auditorium-studio to the local Democrats for election headquarters. Three WTTM staffers, Bill Griffin, program director, Ernie Kovacs and Jim O'Brien, were on hand to give listeners the returns and an eye-witness picture of Democratic headquarters activity. The station also had remote lines into Republican election headquarters.

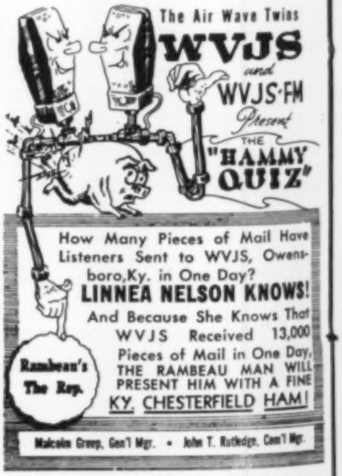
Survey Discloses FM $1 Billion Industry

FM broadcasting has grown in two years from a $10 business to a nation-wide $1 billion industry, according to a survey just completed by FM Assn. The survey was started by FMA last summer during the presidency of Everett L. Dillard, WASH Washington, who retired from the post in September.

FM is the fastest growing industry in America, FMA claims, on the basis of its study, representing a total investment of $960,250,000 at the end of the third quarter of 1948.

FMA recalled that only 66 FM stations were on the air in October 1946 compared to 663 commercial and 25 educational stations now serving 417 cities in 42 states. Another 334 commercial and 20 noncommercial stations are authorized, with another 91 applications, according to FMA.

In the third quarter of 1946, member companies of Radio Mfrs. Assn. had produced 89,459 postwar FM sets, according to FMA, with 2,409,522 having been produced by last Sept. 30 not counting an estimated 175,000 FM band circuits in TV receivers. FMA membership has grown 266% in that time.

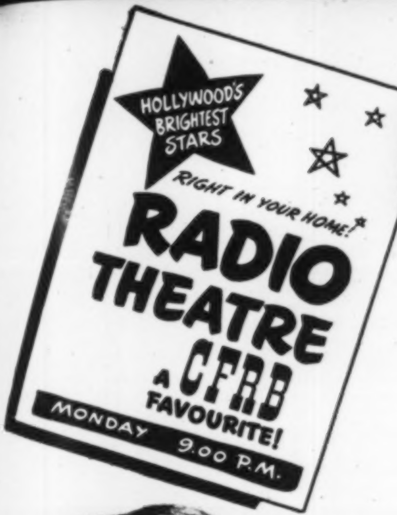


The Air Wave Twins
WVJS
and
WVJS-FM
Present
THE
"HAMMY QUIZ"

How Many Pieces of Mail Have Listeners Sent to WVJS, Owensboro, Ky. in One Day?
LINNEA NELSON KNOWS!
And Because She Knows That WVJS Received 13,000 Pieces of Mail in One Day, THE RAMBEAU MAN WILL PRESENT HIM WITH A FINE KY. CHESTERFIELD HAM!

Rambeau's The Rep.

Malcolm Greep, Gen'l Mgr. • John T. Rutledge, Com'l Mgr.

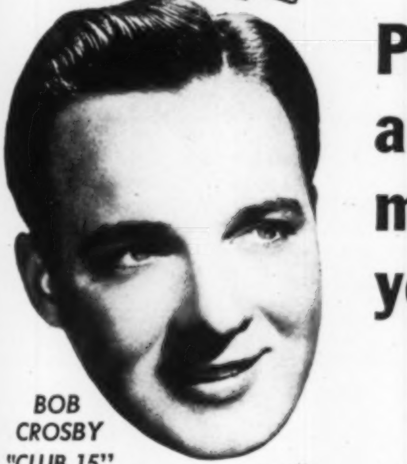

HOLLYWOOD'S BRIGHTEST STARS
RIGHT IN YOUR HOME!
RADIO THEATRE
A CFRB FAVOURITE!
MONDAY 9.00 P.M.

KATE AITKEN

WES McKNIGHT

JACK SMITH

Plenty of top shows . . . and balanced programming . . . make CFRB your best radio buy



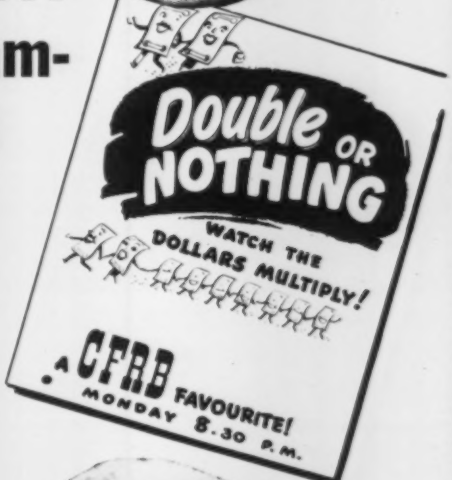
BOB CROSBY
"CLUB 15"

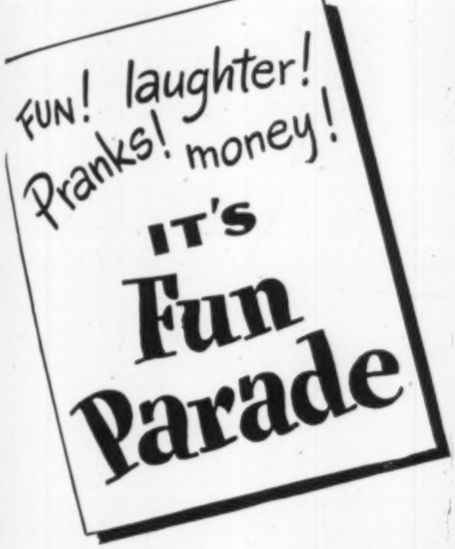
NOW, with a step-up of power to 50,000 watts—CFRB, Toronto, is out to reach more Ontario listeners than ever before!

CFRB's top shows are varied to suit the preference of Ontario's listeners . . . its balanced programming providing a range of radio fare for every member of the family, has always ensured high listenership in Ontario's rich and lucrative market.

The power boost on September 1st to the potent new 50,000 watt transmitter, and the change of frequency to 1010 on the dial, with Ontario-wide promotional publicity have intensified this market.

To you, the Advertiser, this means more power to every dollar you spend for CFRB advertising. So CFRB is still your No. 1 buy in Canada's No. 1 market!

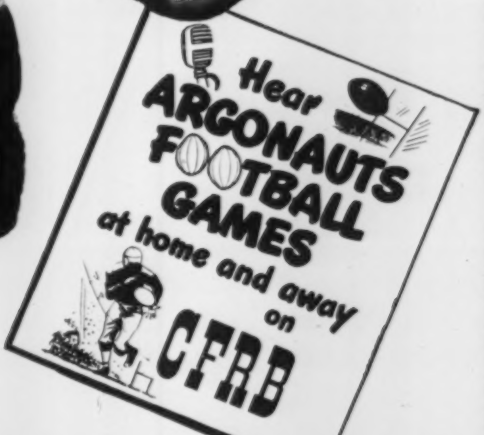

Double OR NOTHING
WATCH THE DOLLARS MULTIPLY!
A CFRB FAVOURITE!
MONDAY 8.30 P.M.


FUN! laughter! Pranks! money!
IT'S Fun Parade

JIM HUNTER

DOROTHY SHAY
"SPOTLIGHT REVUE"

CFRB 1010 ON YOUR DIAL


Hear ARGONAUTS FOOTBALL GAMES at home and away on CFRB

REPRESENTATIVES:

UNITED STATES: Adam J. Young Jr., Incorporated
CANADA: All-Canada Radio Facilities Limited

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Biow Economic Digest

EDITOR, BROADCASTING:

We plan to issue for members of our staff and for our clients a weekly digest of important marketing and economic news.

We would appreciate your granting us permission to use some of the outstanding material which regularly features your publication for our digest.

B. Saperstein
Market Analyst
The Biow Co.
New York

* * *

'Top-Notch'

EDITOR, BROADCASTING:

Our hearty congratulations on the Minneapolis-St. Paul Market Story. Please extend our sincere appreciation to your entire staff for their usual top notch performance.

Merle Jones, Gen. Mgr.
Tony Moe, Dir. Sales Prom.
WCCO Minneapolis

* * *

Soap Opera Opinion

EDITOR, BROADCASTING:

"The Hired Hand" has broken loose with a little dissertation on SOAP OPERAS. Enclosed is a copy of it. If this does not needle the chronic complainers about SOAP OPERAS, he may have to try again.

I was reading the other day where a new group of "akers" had cut loose out in San Francisco. Everyone wants to do something about SOAP OPERAS except those people who enjoy them on the air. I cannot understand why it is, that some people feel that if they do not personally like a program, no one else should.

Harold Hough
Director
WBAP Fort Worth

"SOAP OPERAS" by The Hired Hand.
I do not Make Over Soap Operas.

I am not afraid to look Mr. Gamble or Mr. Procter right in the eye and tell them I do not Burn Power when I hear one of those sage-hen Soap Operas.

I am not afraid to rear up on the hind legs and tell Amon Carter, or Niles Trammell, or Wayne Coy, or Justin Miller, that I never Blow a Stirrup over Soap Operas.

I might even join up with that Heroic Herd of Jawbone Mastenos and win myself a Halo by Roof Topping the warning that unless Soap Operas are Ambushed, all Radio is headed for Self Destruction.

I am a Rough He Man of the Wild and Wealthy West with Plenty of Insides to tell any Person in all this Wide and Wobbly world about Soap Operas.

I will Blow my Horn about Soap Operas to any Person on Earth, too—that is, any Person Except One—MY WIFE.

That's All Brother.

Eddie Chase

and his

"Make Believe Ballroom"

3:30 p.m. to 5 p.m., daily

can sell for you in The Detroit Area!

CKLW

ADAM J. YOUNG, JR., INC., Natl. Rep. Canadian Rep., H. N. STOVIN & CO.
J. E. CAMPEAU, President

5,000 WATTS • MUTUAL SYSTEM

Thanks From Air Force

EDITOR, BROADCASTING:

The success of this year's celebration of Air Force Day, Sept. 18, was due in substantial measure to the assistance given us by the radio field through trade publications such as BROADCASTING. Please accept our thanks for your assistance.

The cooperation which your staff members extend, at all times, has been most helpful. The Air Force is sincerely grateful.

Stephen F. Leo
Public Relations Director
Dept. of the Air Force
Washington, D. C.

* * *

Confusion in Hempstead

EDITOR, BROADCASTING:

Inadvertently your MARKETBOOK has made a molehill out of a mountain.

There is a village of Hempstead and a town of Hempstead. The village is an infinitesimal portion of the town. Our station is a township of Hempstead station, not a village of Hempstead station. Therefore, in listing Hempstead's population and radio homes, BROADCASTING only listed the village and omitted the town. There is a substantial difference. I wonder if you would be good enough to bear this in mind when the 1949 edition is made up.

Incidentally, I think the job you have done in that edition is one that radio has needed for some time. And, as always, BROADCASTING and its publisher deserve the highest praise from the industry.

Elias I. Godofsky
Pres.-Gen. Mgr.
WHLI-WENY (FM)
Hempstead, L. I., N. Y.

* * *

Advertest Likes Series

EDITOR, BROADCASTING:

I've been meaning to write and tell you, since the series started, how interesting and informative I have found your Continuing Study of Major Radio Markets. . . . [The series is] encompassed in our best leather cover.

Seymour Smith
Co-Director
Advertest Research
New Brunswick, N. J.

* * *

'Markets' Aid Teaching

EDITOR, BROADCASTING:

The series of market reports have been greatly effective in our teaching of Marketing and Sales in radio. As reference reading for students, the various studies are excellent for clarification of all of the factors involved in compiling a radio market study.

Leo Martin
Head, Radio Dept.
U. of Alabama
University, Alabama

AS PROMOTION stunt marking its first anniversary, KTXL San Angelo, Tex., used the bawling of a yearling calf on all station breaks. Program Director Jack Stelling (holding microphone) found the calf somewhat uncooperative but managed to record enough of the bawling for use on the air.

Pay Raise Proposed For Commissioners

Tentative Bill Would Boost Salaries to $16,500

A RAISE boosting FCC Commissioners' $10,000 salaries to $16,500 is provided in a tentative bill disclosed last week by a three-man subcommittee of the Senate Civil Service Committee.

The subcommittee plans hearings on the bill by mid-December and a final report by the end of the year. It is composed of Sens. Herbert R. O'Conor (D-Md.), who is regarded as probable new chairman of the committee; Ralph E. Flanders (R-Vt.), and Raymond E. Baldwin (R-Conn.).

The FCC members, whose salaries have long been regarded as insufficient, are among 218 top federal executives for whom the tentative bill proposes pay increases.

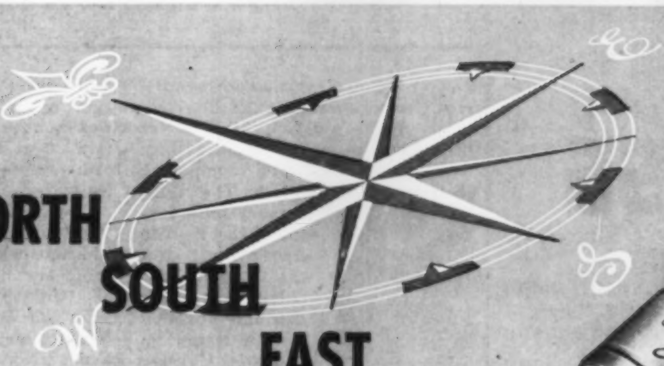
Others include Federal Trade Commissioners, $10,000 to $16,500, and Interstate Commerce Commissioners, $12,000 to $16,500.

"This proposed bill should have top priority in the Congress next January," said the three Senators who devised it.

WOR Signs 163 Contracts Between Sept. 1-Nov. 2

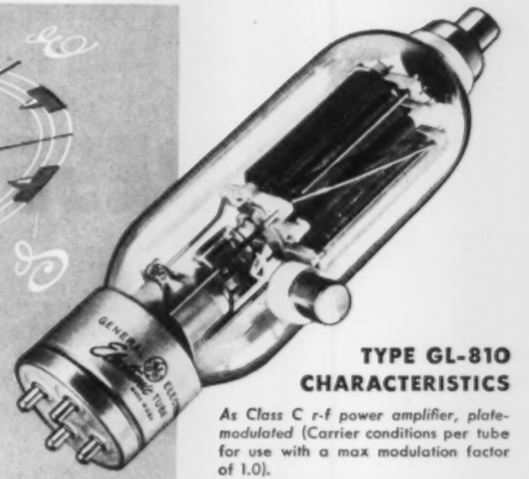
WOR New York has signed 163 new business contracts between Sept. 1 and Nov. 2, the station announced last week.

The new contracts, representing products of every type, and no renewals of existing sponsorships, include a daytime half-hour dramatic show to be heard five days a week, 13 quarter-hour news periods and 11 other 15-minute programs.



NORTH SOUTH EAST WEST...

millions listen to broadcasts from local low-power AM transmitters using General Electric *economy* tubes!



GL-810 TRIODE

TYPE GL-810 CHARACTERISTICS

As Class C r-f power amplifier, plate-modulated (Carrier conditions per tube for use with a max modulation factor of 1.0).

Filament voltage	10 v
current	4.5 amp
Max ratings (CCS):	
d-c plate voltage	1,600 v
d-c grid voltage	—500 v
d-c plate current	210 ma
d-c grid current (approx)	70 ma
plate input	335 w
plate dissipation	85 w
Typical operation:	
d-c plate voltage	1,600 v
d-c grid voltage	—200 v
d-c plate current	210 ma
d-c grid current (approx)	50 ma
driving power (approx)	17 w
plate power output	250 w

GL-828 BEAM POWER TUBE

TYPE GL-828 CHARACTERISTICS

As Class AB_1 a-f power amplifier and modulator

Filament voltage	10 v
current	3.25 amp
Max ratings (CCS):	
d-c plate voltage	1,750 v
d-c suppressor voltage	100 v
d-c screen voltage	750 v
*max signal d-c plate current	150 ma
*max signal d-c plate input	225 w
*screen input	16 w
*plate dissipation	70 w
Typical operation (CCS), 2 tubes:	
d-c plate voltage	1,700 v
d-c suppressor voltage	60 v
d-c screen voltage	750 v
d-c grid voltage	—120 v
peak a-f grid-to-grid voltage	240 v
zero signal d-c plate current	50 ma
max signal d-c plate current	248 ma
d-c suppressor current	9 ma
zero signal d-c screen current	4 ma
max signal d-c screen current	43 ma
effective load, plate-to-plate	16,200 ohms
**max signal plate power output	300 w

**Averaged over any a-f cycle of sine-wave form.*

***Distortion only 1 per cent with 20 db of feedback to grid of driver.*

LOW-PRICED because of large production . . . due to large demand! Shown here are representative G-E power tubes with a nation-wide name for reliability. *Specify General Electric tubes* in that new transmitter you're designing, to get the biggest dollar-value . . . to get the right tubes (G.E., from its wide list of types, can match precisely your circuit requirements) . . . to enhance your product's standing in the eyes of quality-conscious buyers. A phone-call to your nearby G-E electronics office will bring helpful counsel from tube engineers glad to focus their experience on your problems. Act today!

If you operate a broadcast station, you're interested in fast replacement service. Time off the air is money out-of-pocket. General Electric tubes score again . . . there's a G-E distributor or dealer right in your area, with ample stocks on hand, waiting for your request to rush new tubes to you. You get the types you want, when you want them—built right, priced right, *sold right* with the solid backing of General Electric's tube warranty! *Electronics Department, General Electric Company, Schenectady 5, New York.*

GENERAL ELECTRIC

161-G7-8850

FIRST AND GREATEST NAME IN ELECTRONICS

Only AIR EXPRESS gives you all these advantages

[A combination you don't get with other air-shipping methods]

1. Special pick-up and delivery *at no extra cost.* Your shipments are picked up promptly when you call; fast delivery to consignee's door.

2. *You get a receipt for every shipment,* and delivery is proved by signature of consignee. One-carrier responsibility. Complete security.

3. Assured protection, too—valuation coverage up to $50 without extra charge; 10 cents for each additional $100 or fraction thereof.

These advantages, plus 21 others, make Air Express the best and fastest way to ship. Your shipments go on every flight of the Scheduled Airlines—repair parts, equipment, finished items *keep moving* to where they're needed. Reach any U. S. point in hours. Phone local Air Express Division, Railway Express Agency, for fast shipping action. Specify "Air Express" on orders for quickest delivery.

FACTS on low Air Express rates

22 lbs. machine parts goes 700 miles for $4.73.
10 lbs. printed matter goes 1000 miles for $3.31.
30-lb. carton of new fashions goes 500 miles for $4.61.
Same day delivery in all these cases if you *ship early.*

SPECIFY AIR EXPRESS — GETS THERE FIRST

Rates include pick-up and delivery door to door in all principal towns and cities

AIR EXPRESS, A SERVICE OF RAILWAY EXPRESS AGENCY AND THE SCHEDULED AIRLINES OF THE U. S.

Milestones

KNBC San Francisco's *Standard Hour* celebrated its 22nd anniversary on the air Oct. 31 when it broadcast the opening concert of its fall symphonic series. The anniversary show featured the Seattle Symphony orchestra.

Mr. Ryan

Halloween was a dual occasion for Jim Hamilton, WIND Chicago disc jockey. His broadcast on that date also marked the fourth anniversary of his afternoon *Record Shop* show. Appearing on his show was screen star Jane Powell.

A testimonial luncheon was held at the Cloud Club in New York Oct. 28 by Ruthrauff & Ryan directors and executives to honor their president, F. B. (Barry) Ryan Jr., who 20 years before, on that date, joined the firm.

Larry Lazarus, WBBM Chicago accountant, has just completed his 19th year as a CBS staff member. Head of the station's accounting department since 1945, Mr. Lazarus previously worked at CBS New York.

An 18-year-old half-hour dramatic series, *First Nighter*, sponsored by Campana Sales Co., Batavia, Ill., has returned to the air via CBS. Barbara Luddy and Olan Soule are stars of the show, produced by Joe Ainley.

Singing canaries of the *American Radio Warblers* 15-minute Sunday afternoon show on MBS, under sponsorship of American Bird Products Co. (Bird Seed), Chicago, returned to air Oct. 31 for its 22nd consecutive year. Agency is Weston Barnett, Chicago.

WMOT, FM affiliate of WWSW Pittsburgh, Oct. 22 began its sixth season of broadcasting the Pittsburgh Symphony Orchestra concerts.

Celebrating its first anniversary on the air in Hudson, N.Y., WHUC Oct. 21 presented a special program featuring interviews with people in two counties. Tape recordings were made during a tour by Paul Baron, Dick Miller and Frank Panny, WHUC staff members.

The *KSTP* (Minneapolis) *Barn Dance* celebrated its eighth anniversary as an air feature Oct. 30 with a special broadcast and show from the St. Paul auditorium. David Stone, emcee-producer, organized the group in 1940. He came to KSTP from WSM Nashville, where he was co-producer and emcee of the *Grand Ole Opry*.

Grand Slam, emceed by Irene Beasley and heard at 11:30 a.m. (EST) Monday through Friday on CBS, last month started its third year on the air.

C. Glover DeLaney, general manager of WTHT Hartford, Conn., was honored by station employes Oct. 30 at a dinner in celebration of his completion of ten years' service with the station.

George Watson, announcer, program host and comedian on WBBM Chicago, celebrated his 19th year in radio and his 12th at WBBM Oct. 16. He has been heard on *Scattergood Baines, Ma Perkins, First Nighter* and his present show, *Gold Coast Rhythm.*

New CBC Headquarters Are Chosen in Montreal

NEW HEADQUARTERS for Canadian Broadcasting Corp. at Montreal, will be housed in the former Ford Hotel on Dorchester St. This building was recently bought by the Canadian government for $2 million [BROADCASTING, July 12] and is being rented to the CBC. The 12 story building will be called Radio Canada. It will be ready for occupancy May 1.

Twenty-one studios, master control, recording, operations and program clearance offices will occupy the first and second floors. Three of the large studios are equipped with separate booths for multiple language broadcasts. Third floor will have news services, technical maintenance, music and record libraries. CBC Montreal and Quebec service will occupy fourth and fifth floors. Teletype, record and stenographic pool will be on sixth floor; CBS international service on seventh and eighth floors; engineering division on eleventh floor, and administrative offices will be located on top floor. Ninth and tenth floors will be open for expansion of CBC services. It is estimated that about $1 million will be spent by CBS in renovating the building.

Capitol Records Reports Biggest Year in History

"BIGGEST YEAR in history" is being enjoyed by Capitol Records, Hollywood, according to a letter to company stockholders from President Glenn E. Wallichs. Mr. Wallichs attributes the success to the enlargement and increased activity of Capitol's sales organization and vigorous fall sales campaign.

Sales figures for first nine months of year ended Sept. 30 amounted to $13,117,010, a 25% increase over similar period in 1947. Net income for that period was $1,211,109, a figure equal, after providing for dividends on convertible preferred stock, to $2.66 a share on common stock. Last year's figure was 45c per share. Third quarter sales for 1948 were $5,103,351, with net income $485,620, equal to $1.06 per share on common stock.

¼ HOUR ONCE A WEEK

"SONGS BY PEGGY LEE"

ONE OF MANY HIT SHOWS WITH STRONG SPONSOR APPEAL—YOURS IN THE CAPITOL LIBRARY!

Lovely Peggy Lee—Winner of many musical awards and a radio star of the first magnitude! Her Capitol Transcription Show is made-to-order for local sponsors who demand network calibre programing at low cost. Opening and closing themes sung by Peggy are included.

The Capitol Library is more than just a "transcription service." It offers you *everything you need* to lure listeners and win sponsors. Over 3500 musical selections at your finger tips *plus* a broad choice of network-quality programs tailor-made from these selections for local use. Send coupon below for full details *today!*

Capitol
REG. U.S. PAT. OFF.
A DIVISION OF CAPITOL RECORDS
TRANSCRIPTIONS

. . . all the finest ingredients for building
Big Time Shows with local appeal
Send for details today!

Capitol Transcriptions
Sunset and Vine, Dept. B1115
Hollywood 28, California

☐ Please send me your descriptive booklet
☐ Include sample transcription

Name______________________________

Station________________Position__________

Street______________________________

City____________________State__________

Sure, America's going ahead . . .

if we all pull together!

Let's compare *yesterday* with *today* . . . that will give us an idea of what tomorrow can be!

Machine Power: Since 1910 we have increased our supply of machine power *4½ times.*

Production: Since 1910 we have more than *doubled* the output each of us produces for every hour we work.

Income: Since 1910 we have increased our annual income from less than $2400 per household to about $4000 (in dollars of the same purchasing power.)

Work Hours: Yet, since 1910 we have cut 18 hours from our average workweek—equivalent to two present average workdays.

HOW have we achieved all this? Through the American kind of teamwork! And what is *teamwork?*

American teamwork is management that pays reasonable wages and takes fair profits —that provides the best machines, tools, materials and working conditions it possibly can —that seeks new methods, new markets, new ideas; that bargains freely and fairly with its employees.

Our teamwork is labor that produces as efficiently and as much as it can—that realizes its standard of living ultimately depends upon how much America produces—that expects better wages as it helps increase that production.

Teamwork is simply working together to turn out more goods in fewer man-hours—making things at lower costs and paying higher wages to the people who make them and selling them at lower prices to the people who use them.

What we've already accomplished is just a foretaste of what we *can* do. It's just a start toward a goal we are all striving to reach: better housing, clothing, food, health, education, with ever greater opportunities for individual development. Sure, our American System has its faults. We all know that. We still have sharp ups and downs in prices and jobs. We'll have to change that—*and we will!*

It will continue to take *teamwork*, but if we work together, there's no limit on what we can all *share together* of even greater things.

What we have already accomplished is just a foretaste of what we *can* do—if we continue to *work together!*

Approved for the PUBLIC POLICY COMMITTEE *of The Advertising Council by:*

EVANS CLARK, Executive Director, Twentieth Century Fund

BORIS SHISHKIN, Economist, American Federation of Labor

PAUL G. HOFFMAN, Formerly President, Studebaker Corp.

CONTRIBUTED BY BROADCASTING AS A PUBLIC SERVICE

in co-operation with the Magazine Publishers of America

WANT TO HELP? MAIL THIS!

PUBLIC POLICY COMMITTEE
THE ADVERTISING COUNCIL, INC.
11 West 42nd Street, New York 18, N. Y.

I want to help.

I know that higher wages, lower prices, shorter hours and larger earnings can all result from producing more goods for every hour all of us work.

Therefore, I will ask myself how I can work more effectively every hour I am on the job, whether I am an employee, an employer, a professional man or a farmer.

I will encourage those things which help us produce more and add to everyone's prosperity—things like greater use of mechanical power, better machines, better distribution and better collective bargaining.

I will boost the good things in our set-up, and help to get rid of the bad.

I will try to learn all I can about why it is that Americans have more of the good things in life.

Please send me your free booklet, "The Miracle of America," which explains clearly and simply, how a still better living can be had for all, if we all work together.

Name____________________________

Address__________________________

____

Occupation________________________

TRANSFERS

Applications Involve Ten AM Stations

APPLICATIONS for FCC approval of transfers and assignments involving ten AM stations, plus FM and television authorizations in some cases, were filed with the Commission last week.

The application in the sale of KWKW Pasadena to the radio subsidiary of Teamsters Joint Council No. 42 of Los Angeles showed the sales price, previously described as "well in excess of $350,000" [BROADCASTING, Nov. 8], would be between $392,500 and $420,000, depending upon net profits in the next two years.

The applications were as follows:

KWKW Pasadena, Calif.—Assignment of license from Marshall S. Neal, Paul Buhlign, E. T. Foley and Edwin Earl, d/b as Southern California Broadcasting Co., to Southern California Trade Unions Broadcasting Assn. Consideration to be not less than $392,500 nor more than $420,000. Deal calls for $25,000 cash; $35,000 annually on first and second anniversary of sale date, plus two-thirds the net profits those two years (not to exceed $27,500 for either or both years); and the remaining $297,500 in five equal annual installments bearing interest at 2½%. Payments are guaranteed by Joint Council of Teamsters #42, Los Angeles, whose representative, Paul D. Jones, is president of purchasing firm. Other officers include Leslie H. Dayton, treasurer, who is secretary-treasurer of Teamsters Union Local 626, and John Kennard, secretary, secretary-treasurer of Teamsters Union Local 420, both Los Angeles. Group is AFL affiliated. KWKW is assigned 1 kw day on 1430 kc but has application pending for switch to 830 kc with power boost to 50 kw, daytime only.

WMOU Berlin, N. H.—Transfer of control of White Mountain Broadcasting Co. Inc., licensee, from group of stockholders to John W. Guider, New Hampshire businessman and attorney and 30% owner of Grandview Inc., Manchester, N. H., television applicant. Mr. Guider buys 305 of 455 shares total stock for $22,875 from following: Arthur C. Bell, 85 shares; Leon C. Bell 70; Arthur J. Bergeron, 65; Carl E. Morin, 50; George Brassard, 20; Williard D. Buber, 10, and Albert N. Morris, 5, WMOU is assigned 250 w on 1230 kc.

KUGN KUGN-FM Eugene, Ore.—Assignment of AM license and FM permit from C. H. Fisher and B. N. Phillips d/b as Valley Broadcasting Co., to KUGN Inc., new corporation owned by Mr. Fisher and two new stockholders. Mr. Phillips sells his 50% interest to Otley E. Berke, KUGN Inc. vice president, and Pete R. Berke, secretary, for $50,000. The Berkes each hold one-third interest in Berke Bros. Construction Co., Portland, and will have 25% interests in station. KUGN is assigned 250 w on 1400 kc.

KXYZ KXYZ-FM Houston, Tex.—Assignment of license from Harris County Broadcasting Co., AM licensee and FM permittee, to Shamrock Broadcasting Co., parent firm. No monetary consideration. KXYZ is assigned 5 kw on 1320 kc.

KCSB San Bernardino, Calif.—Assignment of license from Woodrow Miller to Town Crier Broadcasters Inc., new firm, for $19,000. Town Crier is composed of Sam Kerner, former president and commercial manager of KWIK Burbank, Calif., president and 57% owner, and John R. Rider, former general manager of KAGH Pasadena, Calif., secretary-treasurer and 43%. KCSB is assigned 500 w day on 1350 kc.

KITO San Bernardino, Calif.—Transfer of control from several stockholders to Carl D. Haymond and father, Carl E. Haymond, through sale by William B. Dolph and Herbert L. Pettey of 180 shares each to Carl D. Haymond. Haymonds together become owners of majority interest. Consideration about $100 per share. Younger Haymond previously held no interest in station. Elder Haymond is licensee of KIT Yakima and KMO Tacoma, Wash. KITO is assigned 1 kw on 1290 kc.

WJOC Jamestown, N. Y.—Acquisition of control of Air Waves Inc., licensee, by Harry E. Layman, who with his wife is already 50% owner, through purchase of 50% interest of Robert L. Blalock. Consideration totals $13,000, plus a one-third interest in WASL Annapolis, Md., which is held by Mr. Layman. Mr. Blalock with his wife already holds one-third interest in WASL. Application for FCC consent to acquisition of control of WASL by Mr. Blalock will be forthcoming Mr. Layman is general and commercial manager of WJOC. Mr. Blalock is president of WASL. WJOC is assigned 1 kw day on 1470 kc.

WTYC Rock Hill, S. C.—Assignment of license from W. G. Reid and O. Frank Thornton d/b as Tri-County Broadcasting Co. to new corporation of same name and owned by same individuals. No money involved. WTYC is assigned 1 kw day on 1150 kc.

WTVL Waterville, Me.—Transfer of control of Kennebec Broadcasting Co., licensee, from several stockholders to Carleton D. Brown, president and general manager. Transfer involves reissue of corporate stock for services and financial assistance, with Mr. Brown becoming majority stockholder. Details not given. WTVL is assigned 250 w on 1490 kc.

WDSU-AM-FM-TV New Orleans—Assignment of AM license and FM and TV permits from Stephens Broadcasting Co. to International City Broadcasting Service, parent firm. No consideration. WDSU is assigned 5 kw on 1280 kc.

SEIDEL ADVERTISING AGENCY, New York, in line with its new expansion program, has leased additional space in the Times Bldg. to be used for executive offices.

TIP:

TURN TO DOUBLE SPREAD

OF THIS ISSUE

SLOVAK 'VOICE'

Clandestine Station Can't Claim U. S. Connection

U. S. GOVERNMENT monitoring service last week disclosed the existence of a clandestine Slovak-tongued radio station operating somewhere in Europe. It is purportedly dedicated to the aim of presenting "a true picture of the world situation outside the Iron Curtain" for listeners within Sovied-dominated Czechoslovakia.

U. S. officials simultaneously disclaimed the possibility that the United States had any connection with the anti-Communist station. They expressed doubt, however, when first appraised of the station's existence, that broadcasts had emanated from Czechoslovakia itself. Such a station would not be difficult for the Communist regime to locate, they pointed out.

Initial broadcasts were originally picked by government monitors Nov. 3. It identified itself as the "broadcasting station of free and democratic Slovakia."

Annual Awards for Best Canadian Shows Planned

AWARDS are to be given annually by the Canadian Assn. for Adult Education for distinguished Canadian radio programs. First awards are to be made on programs originating on any Canadian station or network. Deadline for entries is Feb. 15, 1949.

A national advisory body has been set up, representing universities and cultural organizations. Special radio committee includes: T. J. Allard, general manager of Canadian Assn. of Broadcasters, Neil M. Morrison, program department of Canadian Broadcasting Corp.; Winston McQuillin, radio director of Cockfield Brown & Co., Toronto, and Mayor Moore, Assn. of Canadian Radio Artists.

Awards will be paintings by Canadian artists, and presentation is to be made on a national network. Judging will be on basis of aim of broadcast, its form and content, and quality of performance. Entries are to be submitted to Canadian Radio Awards, J. R. Kidd, secretary, 340 Jarvis St., Toronto 5, Ont.

WSAP Remodels

OVERALL remodeling and redecorating of offices and studios has been completed by WSAP and WSAP-FM Portsmouth, Va., B. Walter Huffington, general manager, announced last week. New technical equipment also has been installed. Mr. Huffington reported new office and studio has been opened in Norfolk, Va., adjacent to Portsmouth. WSAP has application pending at FCC for switch from 250 w on 1490 kc to 5 kw on 1350 kc, directional fulltime.

WMBD dominates PEORIAREA

LOCAL ADVERTISERS KNOW THE SCORE!

Local advertisers base their advertising on RESULTS . . . and in the highly competitive Peoria market, local retailers buy more program and announcement time by far on WMBD than on any other Peoria station. Here's why . . .

SHARE OF AUDIENCE

Greater than all other Peoria stations COMBINED! (Hooper Peoria Ill. Fall - Winter Report. Oct., 1947 - Feb., 1948).

PROGRAM Know-How

Full staff orchestra . . . 4 veteran newsmen . . . 23 other program personalities presenting 14 hours live entertainment weekly. Total staff of 65 trained personnel.

PROMOTION AND MERCHANDISING

FULL SCALE! 70 Announcements weekly . . . newspapers . . . car cards . . . displays . . . direct mail . . . merchandising publication.

NEW FACILITIES

New AM and FM power (5,000 watts AM with 20,000 watts FM at no extra cost) . . . increased coverage . . . new, modern theatre & studios.

ASK FREE & PETERS

AM WMBD FM

PEORIA

CBS Affiliate • 5000 Watts

Free & Peters, Inc., Nat'l. Reps.

Radio Pushes N. Y. Drive Against VD

AM, FM, TV Stations Donate Over $125,000 in Time

WELL OVER $125,000 worth of time is expected to be given by New York City's radio and television stations to the city-wide drive against VD. The campaign, which was planned last March, and has been eight months in the works, got under way on Monday, Nov. 8 and will run through Dec. 7.

Gen. Dwight D. Eisenhower, president of New York's Columbia U., opened the drive, asking for radio's complete cooperation.

"American radio with its widespread and diversified appeal," he said, "is perhaps better equipped to convey this message of warning and of hope than any other medium of mass information. This is an unparallelled opportunity for the broadcasting stations to join with doctors, clergy and other community leaders in a vital public service.

"The campaign against VD must succeed, and radio with its impressive record of accomplishment in the public interest can be one of the most potent factors in that success."

Some 21 AM stations, 18 FM, and 5 TV stations, all New York, are cooperating with the three agencies sponsoring the VD campaign. The agencies are the U. S. Public Health Service, New York State Health Dept. and the New York City Dept. of Health.

Eight 15-minute transcribed dramas, featuring such talent as Margo, Raymond Massey, Eddie Albert and others, plus six 15-minute documentaries, including interviews with VD patients in hospitals, have been made by George Hicks of ABC.

Productions were supervised by Erik Barnouw, director of Columbia U.'s radio bureau and president of the Radio Writers Guild. Frank Papp of NBC directed the shows.

Programs are scheduled for such times when an adult audience is assured, and three of the large networks key stations, WJZ, WCBS and WNBC, are cooperating by playing the transcribed presentations across the board, Monday through Friday, at 11:15 p.m.

Jumping the gun on the campaign's opening, WOR, Mutual's New York outlet, presented a special roundtable forum on the subject, Saturday, Nov. 6. Live spot announcements, interviews, and guest shots on disc jockey shows are being used by all participating stations, and WNEW is originating special jingles for the drive. Particular emphasis is being placed on foreign language stations—WOV, WHOM, WEVD, WBNX, and WLIB.

Morris S. Novik, public service radio consultant, New York, is supervising the radio campaign, which is being directed by Mike Jablons and Nat Ruich of Gainsborough Assoc., New York, and Henrietta Harrison, YMCA, New York, radio director.

RURAL
RADIO
NETWORK

ARRANGEMENTS for extension of Rural Radio Network service to two new affiliates are completed by (l to r) John S. Begley, treasurer, WACE-FM Springfield, Mass.; Bruce Gervan, RRN general manager; Miller McClintock, former Mutual president and senior consultant for RRN, and Julian Gross, president of his own agency in Hartford and general manager of WKNB-FM Hartford. New stations joined the network Dec. 5. WKNB-FM is on Channel 279 (103.7 mc), with 20 kw, and WACE-FM operates on Channel 262 (100.3 mc), with 3.2 kw.

FIRST
WSGN
ABC
610 KC
herzog

No one ever got to first place by waiting at the gate. And WSGN gives you a fast start with planned promotion, programming and service aimed to attract listeners in the rich Alabama market. Plan your race now over WSGN!

ALABAMA'S BEST *BUY* FAR!

WSGN
WSGN — FM

THE NEWS-AGE-HERALD STATIONS
Birmingham 2, Alabama
Headley Reed National Reps.

Wesley Jones

WESLEY JONES, former announcer and newscaster at WHO and KCBC Des Moines, died Oct. 24 at Oakdale (Iowa) Sanatorium of tuberculosis. He is survived by his mother and father, Mr. and Mrs. Orval A. Jones. He had also been with WOW and KOIL Omaha, KTBS Shreveport, La., KABC San Antonio and KGBS Harlingen, Tex.

Upcoming

Nov. 16: Western Canadian Dominion network stations meeting, Bessborough Hotel, Saskatoon.

Nov. 16-18: NAB Board of Directors, NAB Hdqrs., Washington.

Nov. 18: Adv. Federation of America, District 6 meeting, Chicago.

Nov. 18: Radio Executives Club of New York, Radio Week luncheon, Roosevelt Hotel, New York.

Nov. 19-20: British Columbia Trans-Canada and Dominion network affiliate stations meeting, Vancouver.

Nov. 30, Dec. 1-2: FCC Industry TV and FM Engineering Conferences, FCC Hdqrs., Washington.

PERMIT WITHDRAWN FOR 3 FM STATIONS

CANCELLATION of three FM station permits was effected by FCC last week. Two of the deletions were made at the request of the applicants while another was cancelled for failure to complete construction within time allowed.

KRKN-FM Fort Smith, Ark., owned by Arkansas - Oklahoma Broadcasting Corp., was deleted by the Commission for failure to complete construction within the time specified. Its construction permit expired Feb. 16, FCC records show.

KTBC-FM Austin, Tex., owned by Texas Broadcasting Corp., was deleted at the request of the station. KTBC indicated it is receiving interference from another AM station in Cuba and as a result of the unique situation involved may have to move its own present site. Therefore it does not wish to continue FM construction at this time, FCC was told.

WVOP Portsmouth, Va., owned by The Portsmouth Star Pub. Co., also was deleted at the applicant's request. Firm requested dismissal without prejudice and indicated it may request reinstatement as soon as legal aspects concerning the WVOP building site are cleared. Court proceedings are under way to determine validity of title to the property, Commission was informed.

BILL KING has joined WTAD and WTAD-FM Quincy, Ill., as head of sports department.

HOME OF
P. H. HANES
KNITTING
COMPANY

Hanes underwear and hosiery are known and worn the world over. Another big industry within sight of the WAIR tower. Just a part of the great market awaiting the buyer of WAIR time.

W A I R

Winston-Salem, North Carolina
Representatives: The Walker Co.

. . . A First FOR Cleveland

16,572 Television receivers have been installed in Cleveland and the Northeastern Ohio Area served by WEWS, in its first 10 months of operation. No other metropolitan area, served by a single station, can point to such a record in so short a time! And this record-breaking figure of 16,572 represents only *actual installations*. . .not all installations but only those reported. No figures were available from nine manufacturers whose sets have been sold in this area. . .nor for the many make-it-yourself teleset "kits" now in use. Anyway you look at it its a Television "First" for the great Cleveland area.

16,572

Television Sets
in the WEWS Area

. . . and First IN Cleveland

In an election-night telephone survey—not conducted by WEWS but by an independent research organization—a startling total of 78.7% of all sets surveyed in greater Cleveland were tuned in. And more remarkable still, 63.8% of all sets in use were focused on WEWS. . .conclusive proof of the superior election coverage of the "First in Cleveland Station" which brought ABC Network's top-grade Election Staff with its brilliant national coverage, in addition to the Ohio coverage of WEWS's experienced local News-Staff. Not since the recent World-Series Telecasts has WEWS reached such a peak audience.

78.7%

of all TV Sets
in use.

63.8%

of all Sets in
use tuned to
WEWS

WEWS
TELEVISION

Channel 5

Cleveland's Scripps-Howard Station

Tops with RADIO DIRECTORS

"When you need it fast and you need it right, that is when you need the BROADCASTING Yearbook. It's helped us out of many a spot."

Fritz Snyder
CLARK A. (Fritz) SNYDER
Dir. Radio Advertising
Bulova Watch Co.
New York City

Tops with TELEVISION DIRE

"I don't remember reams of statistics, but I do remember BROADCASTING's Yearbook. That's all that's necessary."

Norman Lindquist
NORMAN LINDQUIST
Television Director
Malcolm-Howard Ad Agency
Chicago

Tops with

"I like it because I use it, and I use it because I like it. A handy helper."

Mary Poloson
MARY POLOSON
Time Buyer
Mitchell-Faust Agency
Chicago

BROADCASTING TELECASTING
1949 YEARBOOK NUMBER

Wherever time is bought, the YEARBOOK sells it.

RESERVE SPACE NOW
Deadline
December 1st

AFM Offer

(Continued from page 21)

render opinions to the President and government departments."

This doesn't eliminate chance of governmental endorsement of the AFM welfare fund plan, however.

While Mr. Perlman wouldn't admit it, the department is believed to have made some sort of arrangement to rule on the contractual terms.

Although agreement has been reached by recording companies and the AFM, no contracts have been signed, according to Milton Diamond, AFM general counsel and prime mover in the effort to settle the 10-month strike by means of a new type of welfare fund.

"When will you start recording?" Mr. Diamond was asked.

Legality Question

"When the Attorney General tells us the agreement is legal," he answered, refusing to comment on what will happen if the plan is declared illegal or if the department refuses to offer encouragement of any sort.

"What about transcription companies?"

Mr. Diamond indicated that a similar type of formula would soon be discussed by the union and transcribers.

Hope for quick resumption of recording on approximately a pre-strike basis hinges on the attitude of the Dept. of Justice, he said.

The AFM-recorder contracts were called to the attention of Mrs. Grace Stewart, executive assistant to Attorney General Clark, though she refused to concede their existence or discuss the subject.

Later Wednesday afternoon it was learned that Mr. Perlman had sent for the contracts after his bout with reporters. This show of interest was viewed as a hopeful sign, since the request for departmental sanction of the strike-ending plan comes directly under his jurisdiction.

Members of the AFM-recorder delegation who called at the Dept. of Justice Wednesday were Mr. Diamond; Jerome Adler, attorney in Mr. Diamond's office; Joseph McConnell, RCA; John Nields, also RCA; Jack Pearl (King), Record Mfrs. Assn.

The appearance of the AFM and record manufacturer delegation followed the earlier announcement of both parties that they had settled upon both the trusteeship plan and the basic labor contract.

The trusteeship system of handling royalty payments as originally proposed had contemplated the naming of the Guaranty Trust Co. as trustee and administrator of the funds paid by the record makers as royalty on every record sold.

The company, however, could not act in that capacity because of corporate limitations excluding operations in Canada. Canadian musicians, it was understood, would benefit from royalties.

As an alternative to the appointment of a company as trustee, the union and the manufacturers agreed to select an individual. No selection had been made by the end of last week.

The royalty plan submitted to the Attorney General's office established only the principles of the revised system and did not identify a trustee.

Legal authorities in New York were inclined to disregard frequent reports that the Attorney General was not empowered by law or by tradition to issue an opinion on the AFM-record makers proposal. They pointed out, however, that even if approval were forthcoming, it would doubtless be qualified.

Usual procedure in such cases is that the Attorney General writes a letter stating that on the basis of facts presented to him he finds no obvious cause for criminal prosecution.

The letters pertain only to possible violations of the criminal law and are always issued with the reservation that the Attorney General will not hesitate to prosecute any illegal actions that develop.

It was said that even if the Attorney General issued no opinion on the royalty plan, the presentation of the plan to his office might provide at least slight legal protection in the event of future prosecution. Both parties could show their good intentions if, after putting the plan into practice, the government opened prosecution.

Evidence of the good faith of the parties in presenting the plan to the Attorney General before putting it into practice would not, however, be acceptable in a civil suit.

The fact that submission of the plan—whether eliciting approval or no opinion—might constitute a measure of help in any future criminal prosecution encouraged some observers to believe that the AFM and at least some of the record manufacturers would decide to install the plan despite the Attorney General—unless, of course, he issued outright disapproval.

Same Plan

Except for the replacement of a corporation by an individual as trustee of the royalty fund, the plan presented to the Attorney General was identical with that agreed upon by the union and the record companies three weeks ago [BROADCASTING, Nov. 1] and embraced the same scale of royalty payments.

The payments are virtually the same as those obtaining under the old royalty system which was outlawed by the Taft-Hartley Law and was abandoned when Mr. Petrillo imposed the ban at midnight last Dec. 31.

The labor contract, which was signed by the union and the manufacturers only a fortnight ago, provides exactly the same wage scales obtaining before the ban. The basic wage is $41.25 for a three-hour recording session and $13.75 per each half hour over that.

The selection of the trustee to administer the royalty fund was regarded as a major problem. Although the salary provided for such services was a carefully kept secret, it was known that the manufacturers—who by the agreement of the union will do the selecting—were looking for an impartial servant of highest caliber.

Industry sources did not conceal the fact that the trusteeship would be a "big job" and would take most of the time of the person assigned to it.

Samuel Rosenbaum, Philadelphia attorney and one-time president of WFIL, was known to have been considered among others.

One informed source indicated that another who had been at least tentatively considered was Anna L. Rosenberg, New York attorney and former regional director, War Manpower Commission.

Under the agreement submitted to the Attorney General the manufacturers would pay royalties to the welfare fund, which would be administered by the trustee. Theoretically the trustee could disburse the fund for any musical welfare purpose.

Allocation Plan

It was understood that the plan contemplated the establishment of allocations by geographic districts which correspond closely to the distribution of AFM locals but are not described on paper as being so arranged.

Most legal observers regarded the plan theory as acceptable under the Taft-Hartley Law, but some wondered whether it might not constitute a violation once put in practice.

The possibility that the Taft-Hartley Law, which at the time the AFM and the manufacturers reached this agreement seemed destined for a long life, might be amended by the next Congress was also seen as influential to the future of the royalty plan.

In the event those sections of the law concerning the payment of royalties from employers to a union were modified, the present measures taken by the AFM and the record makers to circumvent the law would, of course, be unnecessary.

PHILADELPHIA'S No. 1 Station

FOR PROMOTION!
CAR CARDS · 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL

10,000 Watts
WIBG

The Idea
that became a Christmas tradition

We don't mean hanging up mistletoe . . . *(although that can be a very rewarding idea).*

We don't mean a holly wreath . . .*(although it wouldn't be Christmas without one).*

We don't even mean sending Christmas cards . . . *(although that's a good way to let friends know you wish them well).*

We DO mean THIS:

If you're wondering what's the best way to say "Merry Christmas!" to your business associates, customers, potential customers, and friends named Bill and Ed and Jim . . .

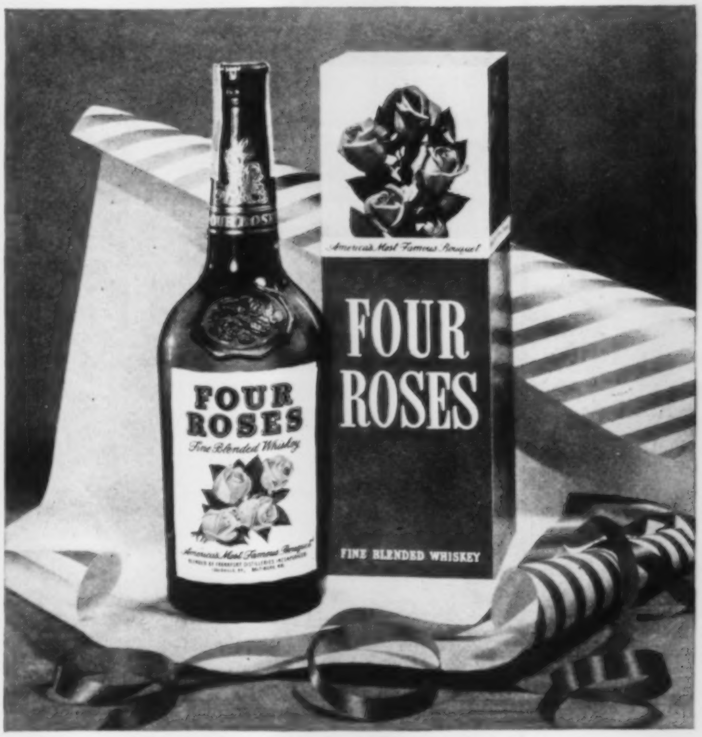
. . . say it with a bottle or so of Four Roses!

So *many* people give Four Roses for Christmas nowadays that it's become sort of a holiday custom—and well it might be. For you could search high and low without finding a gift that's half so welcome and *sure* to please—and one that offers such a simple solution of your gift problems!

Four Roses—so softly mellow and distinctive in flavor—is a gift that not only reflects your thoughtfulness but is also a compliment to the good taste of the man who gets it.

Your favorite retailer will be glad to make special arrangements for gift purchases.

FINE BLENDED WHISKEY—90.5 proof. 40% straight whiskies; 60% grain neutral spirits. Frankfort Distillers Corporation, New York.



For the holiday season—in a special, attractive gift carton

FOUR ROSES

***GIVE* WHAT YOU'D LIKE TO *GET*—AMERICA'S FAVORITE GIFT WHISKEY**

AFTER-DINNER speakers were plentiful at the third annual Women Broadcasters Day luncheon of 13th District Conference, Assn. of Women Broadcasters, meeting in San Antonio, Nov. 6. At speakers' table are (l to r): Dr. George C. Baker, pastor, Laurel Heights Methodist Church; Mrs. Harold Gee, past president, City Federation of Women's Clubs; Lucille Shearwood, Federal Advertising Agency, New York; Pat Griffith, NAB director of women's activities; Frances Helm, WPAB-TV Fort Worth, Texas state chairman; Violet Short, KTSA San Antonio, 13th District chairman; Dorothy Lewis, UN coordinator women's broadcasts, and Julie Benell, WFAA Dallas.

* * *

TV TO STAY

But Won't Replace AM, AWB Group Told

TELEVISION is here to stay but it will never replace AM broadcasting, the 13th District conference of the Assn. of Women Broadcasters was told by Seymour Andrews, WBAP-TV Fort Worth television program director. The conference was held Nov. 6-7 at the Gunter Hotel, San Antonio.

With 50 registered delegates present, the 13th District reelected Violet Short, KTSA San Antonio, as chairman and accepted an invitation to hold its 1949 meeting at the U. of Texas, Austin.

Sessions were opened by Miss Short, with addresses of welcome by Jack Lewis, president of the San Antonio Chamber of Commerce, and Bill Michaels, general manager of KABC San Antonio.

Pat Griffith, NAB director of women's activities, spoke on "The Meaning of AWB." Lucille Shearwood, of Federal Food Service, New York, discussed "Publicity and the Woman Broadcaster."

Mr. Andrews spoke during the Nov. 6 luncheon. His subject was "Television Comes to Texas." Dorothy Lewis, UN coordinator of women's broadcasts, said Texas would be used as testing ground for a poll on what the public knows about UN. A resolution to that effect was adopted by the conference.

Afternoon speakers at a workshop session, with Frances Helm, WBAP-TV and AWB Texas state chairman, presiding, included Phyllis Webb Soehl, radio director, Joske's of Texas, and Thomas D. Rishworth, Radio House director at U. of Texas. Mr. Rishworth brought a group of students who participated in a panel discussion with Mary Holliday, WACO Waco; Virginia Graham, KRIS Corpus Christi; Alice Barry, KEPC El Paso; Marjorie Vickers, KPAC Port Arthur.

The afternoon program closed with a barbecue at the ranch of George W. Johnson, general manager of KTSA San Antonio. Gov. Beauford H. Jester, of Texas, proclaimed the day as "Women Broadcasters Day in Texas" and called on all citizens "to recognize the service and contribution of radio women to the American way of life and the American system of broadcasting."

Sunday's program included a style show staged by Joske's at the Renaissance Room of the Menger Hotel and an afternoon business meeting.

Attending the AWB meeting were:

Helen Caldwell, KFDM Beaumont; Phyllis Webb Soehl, Joske's of Texas; Patricia Marlin, Faye Stowe, Conroy Adv. Agency, San Antonio; Pearl Brewer, KITE San Antonio; Robie Goodman, KHUZ Borger; Imogene Stanley, WOAI San Antonio; Julie Benell, WFAA Dallas; Virginia Graham, KRIS Corpus Christi; Shirley A. Minor, KMAC San Antonio.

Frances Helm, WBAP Fort Worth; Lucille Shearwood, Federal Adv. Agency, New York; Lily Juncker, KABC San Antonio; Marjorie R. Vickers, Louise Donegan, KPAC Port Arthur; Jeannete Smith, Pat Sawyer, Jo Murray, U. of Texas; Lucille Cooke, KVET Austin; Jo Anne Whitmire, Anne Mistrella, Thomas D. Rishworth, U. of Texas; Phoebe Ann Fry, Elizabeth Fox Krisch, KONO San Antonio; Annette Fulton, E. Vernice Mix, U of Texas; Billy B. Beach, KSTA Coleman; Pat Griffith, NAB.

Janet Frost, Bernard M. Brooks Adv., San Antonio; Ruth Burleson, KCOR San Antonio; Frances Word, Dorothy Buckey, Lorraine Hebdon, U. of Texas; Lee L. Anderson, Margaret Caskey, Esther Buffler, KNOW Austin; Anne Durrum Robinson, Texas School of the Air, Austin; Mrs. Vann M. Kennedy, KSIX Corpus Christi; Alice Barry, KEPC El Paso; Aline McKenzie, Texas College of Arts & Industries; Dorothy Lewis, UN; Sybil Chesser, KABC San Antonio; Mary Jane Spears, Peggy Whitesides, Violet Short, KTSA San Antonio; Monette Shaw, Maggie Morris, KABC San Antonio.

ORANGE
BEAUMONT
PORT ARTHUR

Delivering A 3-City Market

A thriving Three-City Market whose industries are EXPANDING — DIVERSIFIED —PERMANENT. Not one alone but the combined effect of the chemical industry, oil production and refining — agriculture and lumbering — shipping and shipbuilding has made an unusually rich and worthwhile market. Let KFDM deliver this market for you.

Affiliated ABC ★ LONE STAR CHAIN
5,000 WATTS ★ 560 KC

KFDM

BEAUMONT, TEXAS

REPRESENTED BY
FREE and PETERS

Trends

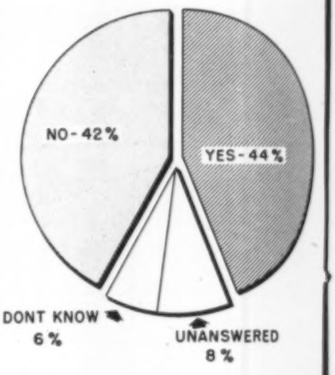
(Continued from page 23)

two-thirds (66%) stated that the large stations would benefit most, 19% thought the medium station had most to gain from this promotion, and 13% thought it favored the small stations.

Two-fifths (41%) of these same managers claiming the film would not benefit all stations alike, were of the opinion that network affiliates had most to gain. Only 7% thought that the film would do more good for the independents. The remaining 52% had no comment to make on that score.

Table 3

"Do you think the NAB radio promotion film will benefit all stations alike?"



If no, which will benefit most?

	% of managers who think film will not benefit all stations alike
Small stations	13%
Medium stations	19
Large stations	66
Indefinite and Unanswered	15
Independents	7
Network affiliates	41
Unanswered	52

CANADA'S
FOURTH
MARKET
WINNIPEG
A "MUST" BUY
CKRC
630 KC. NOW 5000 WATTS
REPRESENTATIVE: WEED & CO.

THEY KNEW WHAT THEY WANTED

And, like many other radio engineers, they also knew where to bring their plans for successful completion.

Among recent Blaw-Knox installations is this rugged 500 ft. Special Heavy Duty H 40 Tower for the Crosley Broadcasting Corporation's Station WLWT, supporting a 5-section RCA Television Antenna.

Tower-building experience dating back to the days of "wireless" is at your disposal when you enlist the services of Blaw-Knox engineers.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 FARMERS BANK BUILDING • PITTSBURGH 22, PA.

BLAW-KNOX ANTENNA TOWERS

Transitcasting

(Continued from page 28)

Washington and Transit Radio are in the "very serious talking stage." The tri-cornered negotiations are expected to be concluded some time in January.

In surveys of thousands of riders during tests in Baltimore, Washington, Houston, Cincinnati, Wilkes-Barre, St. Louis and Worcester, Mass., an average of 96% wanted transit FM as a regular passenger bonus.

In Portland, Ore., 30 new vehicles have been ordered equipped at the factory for FM reception.

Possible Chicago Market

WFMF, FM affiliate of Marshall Field's WJJD Chicago, is reportedly manifesting a keen interest in introducing transitcasting to Chicago, which has upwards of 5,000 busses and streetcars.

Two large electronics producers, Stromberg-Carlson and General Electric Co., are offering receiver sets for transit vehicles. Transit Radio's first order with Stromberg-Carlson calls for 1,000 receiver sets. This order was placed in October, [BROADCASTING, Oct. 11].

Transit Radio, national representative for subscribing stations, is now actively pursuing its advertising role in hopes of developing a lucrative market. Many observers expect transitcasting to become a multi-million dollar radio advertising medium [BROADCASTING, Feb. 23].

Already Transit Radio has several national advertisers and a growing list of others are becoming interested. In several weeks national TR sales offices will be opened in Chicago's Pure Oil Bldg.

Heading the sales operation is Frank E. Pellegrin, president of KSTL St. Louis and first director of NAB's Broadcast Advertising department. Mr. Pellegrin presently is occupying desk space with Lorenzen & Thompson, publishers representative, in the 333 N. Michigan Bldg. [BROADCASTING, Nov. 8].

New York sales offices, 250 Park Ave., are in charge of William H. Ensign, former sales manager of New York's Rural Radio Network.

The radio committee of the AAAA, headed by Carlos Franco, media director and manager of station relations for Young & Rubicam, plans a meeting in New York early next month to explore the possibilities of transitcasting.

Allen to UNESCO

GEORGE V. ALLEN, Assistant Secretary of State in charge of Public Affairs, has been named to head an American delegation of 28 advisors and officials to the UNESCO (United Nations Educational, Scientific and Cultural Organization). The parley convenes in Beirut, Lebanon, Nov. 17.

MIAMI BOUND

YOU "Gotta Go" WHERE THE PEOPLE ARE

FLORIDA'S greatest market -- in *population* -- *income* and *sales* -- lies along its lower east coast.

WIOD's concentrated signal is poured into this area day and night...from Stuart to Key West...and around Lake Okeechobee.

B.M.B. figures on WIOD are proof of this concentrated, top coverage, and... in the key *Miami area,* WIOD is tops, too! See B.M.B. and Hooper!

WIOD
FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

5,000 WATTS • 610 KC • NBC

TV RECORDINGS

Newsmen See Preview Of ABC Process

ABC'S "video recordings"—films of television programs photographed from the face of a cathode ray receiver tube as the live program is in progress—received their preview last Wednesday at the ABC board room in New York.

Network uses a "single" system of recording, with both picture and sound recorded simultaneously on 16mm film. The process is described as much more economical than the procedure of recording each separately, as it avoids both the double footage of film and the double processing. The Paramount system of kinescopic recording, which is used by CBS, is also a "single" system but it utilizes 35mm film in place of the 16mm film used by ABC.

Frank Marx, ABC vice president in charge of engineering, pointed out that with its method ABC can record a half-hour video program for $60. This figure compares with a cost of $225 for a half-hour recording made by the double process and using 35mm instead of 16mm film.

Equipment used by ABC to produce its "video recordings" was developed by the network's engineering staff in cooperation with RCA, John A. Mauer Labs of Long Island City and John M. Wall of Syracuse, Mr. Marx said.

ABC Participation

He explained that ABC participated both in the development of the equipment and in putting the products of the three companies together into a working mechanism.

ABC's full recording system, comprising two units, each capable of recording a full half-hour, cost about $60,000, he said, hazarding the opinion that not many stations would wish to install their own recording unit. He added, however, that ABC would be glad to aid anyone desiring to make such an installation by providing information as to how the system is constructed.

First public demonstration of "video recordings" will occur Nov. 29, when films of Elgin-American's two-hour Thanksgiving program broadcast live on the ABC eastern TV network will be broadcast from Chicago over the ABC midwestern video hookup.

System will also be set up in Los Angeles, Mr. Marx said, and used to record *Bride and Groom* and other AM broadcasts for video use in the East and Midwest, even before the network's TV facilities on the Pacific Coast have begun regular operation.

Last week's press showing of "video recordings" included portions of the network's election night coverage, reproduced by a home-type motion picture projector on a screen, and a *"Club 7"* telecast with the film broadcast by WJZ-TV New York and received in the board room on a projection set.

Mr. Marx explained that the projection receiver was used to provide a picture about the same size as that of the motion picture projector and to have both large enough for viewing by some 30 people in a large room.

A direct view receiver might have provided a better test of picture quality, he said, as the projection set images appeared washed compared to those projected directly on the screen by the motion picture camera, which had a much greater light supply.

Consensus of the viewers at the demonstration was that the pictures were of acceptable or better quality. However, Mr. Marx stressed the "progress report" nature of the showing, promising that a lot of work will be done and a lot of improvement produced before the public gets its first look at the system on Nov. 29.

U. S. Shows Far in Lead In Canada October Poll

NINE of top ten Canadian evening programs during October originated in the United States, according to the October national rating issued by Elliott-Haynes Ltd., Toronto, on Nov. 9. *Fibber McGee & Molly* led the field with 30.7, followed by Fred Allen, 30.5, *Radio Theatre*, 28.2, *Charlie McCarthy*, 26.4, Bob Hope 24.6, *Adventures of Ozzie & Harriet* 21.3, *Album of Familiar Music* 19.9, *My Friend Irma* 17.4, *Music Hall* 16.9, and *Treasure Trail* (Canadian program) 16.4.

Daytime English language programs in October were led by *Pepper Young's Family* 16.1, followed by *Big Sister* 15.9, *Ma Perkins* 15.8, *Happy Gang* (Canadian program) 15.4, and *Right to Happiness* 14.9.

First five French-language evening programs in October were *Un Homme et Son Peche* 36.3, *Radio Carabins* 32.4, *Ceux qu'on Aime* 30.8, *Metropole* 30.0, and *Qui Suis-je* 29.1.

EDWARD R. MURROW, CBS news commentator, is narrator of a new Columbia Records album titled "I Can Hear It Now," which covers world events from 1932 to 1945 with the actual voices of the participants dubbed in. Album includes parts of speeches by the late President Franklin D. Roosevelt, Winston Churchill, Gen. Eisenhower, Adolf Hitler, Benito Mussolini, and many other world figures.

WSTC and WSTC-FM
STAMFORD, CONN.
"The Gateway to New England"
A B C Affiliate
Representative J P McKINNEY & SON

Para-dyne*...

PICKS UP THE WHOLE GAME

Pat. Applied For

*Trade Mark

Here at last is a one-microphone answer to the harassing problem of long range pickup — PARA-DYNE — a single, complete long-range directional unit.

No more stringing up numerous mikes to get those crowd noises, cheers, the band from the opposite side of the football field, or even the quarterback's signals . . . PARA-DYNE can sweep the stadium right from the broadcasting booth with a consistently accurate, wide range, high fidelity response — the ideal solution for all outdoor special events broadcasts. Designed in cooperation with broadcast engineers, the parabolic dish is of 16 gauge 2S aluminum. It's 9.9 inches deep and 30 inches in diameter, with a focal length of 5.67 inches to provide as narrow and as long range a beam as possible. The swivel mounting permits full planning and elevation.

The compact, rugged, high fidelity dynamic microphone has substantially flat frequency response from 60 cycles to 13 kc, plus or minus 2.5 db, assuring faithful reproduction of speech and music. Its swivel mounting permits variable focal points and wide pickup range.

PORTABLE TRIPOD MOUNTING STAND

Constructed of heavy brass tubing with full chrome finish. Weighs five pounds. Minimum collapsed, 23 inches; maximum opened, 62 inches.

PERMANENT MOUNTING FIXTURE

Easy convenient mounting on wall or other surfaces. Constructed for heavy service and finished in durable grey crackle.

The unit includes a permanent mounting bracket as well as a portable tripod mounting stand. Either setup is simple and a matter of a few minutes.

PARA-DYNE, complete, sells to radio stations at an amazingly low price. Manufactured by the Neponset Radio Corporation for BROADCAST EQUIPMENT INC.

NET TO STATIONS
$150.00
LIST $250.00
F.O.B. — BOSTON, MASS.

SPECIFICATIONS

- **Parabolic reflector:** 30" diam., 16 gauge aluminum.
- **Focal length of dish:** 5.67".
- **Frequency Response:** Substantially flat, 60 to 13,000 c.p.s. plus or minus 2.5 db.
- **Output Level:** 53 db below 6 milliwatts — 10 dynes/-cm² pressure.
- **Impedance:** 50 and 250 ohms in one microphone. Recessed switch in stud provides easy selection of desired impedance.
- **Cable:** 20 ft. shielded, two conductor, synthetic rubber jacketed cable.
- **Finish:** heavy, durable chromium and baked crackle finish.
- **Weight:** total, 17 pounds.

BROADCAST EQUIPMENT INC.

"The only Complete service to broadcasters"

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BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
1949 YEARBOOK NUMBER
Wherever time is bought, the YEARBOOK sells it.

RESERVE SPACE NOW
Deadline
December 1st

Radio Silence

(Continued from page 21)

to the need for continuous operation of the radio telephone services of the police and fire, as well as of radio broadcasting stations, as compared with the risk of any advantages which may accrue to the enemy."

Equipment Is Efficient

"The American communications system is exceedingly efficient," the manual reported. "In wartime, however, it may be severely damaged in areas under heavy attack; therefore any contingency must be provided for and sound plans developed so that in such an emergency communications in some form will be available. How to anticipate such problems should be the purpose of civil defense communications planning in cooperation with authorities in the communications field."

OCDP proposed the establishment within the Executive Branch of the federal government of an Office of Civil Defense, headed by a civilian director. The director would be responsible either to the President or to Secretary of Defense.

The Office of Civil Defense would furnish directions to similar bodies in states and communities, responsible for carrying out their own operating aspects of the program, and would coordinate activities.

Four deputy directors would be appointed to head the major service segments of the national organization. One of these officials, the deputy director for technical services, would supervise activities in the communications, engineering, fire services, police services, warden services, and transportation divisions.

Advisory Panels

Advisory panels, composed of representatives of telephone and telegraph companies, stations and networks, and amateur radio groups would confer with the director of the communications division. The division would be subdivided into three branches, general communications, radio broadcasting and other radio services and air raid warning and aircraft observers communications (See chart page 21.)

Similar organizations would be set up in the various states, using wherever possible existing facilities such as departments of Highways and Public Health. Model state organizational plans and legislative measures have been furnished the Governors of the states.

Local organizations would be patterned after the state and national groups. Regional offices also are contemplated. On all levels advisory panels would be expected to help establish and operate the systems.

It is recommended that the Office of Civil Defense, with the cooperation of the FCC and the Armed Forces, select specific stations throughout the nation to serve as master stations for operational guidance of all other stations within each of the air defense control areas.

This task presumably woud fall to clear channel stations in most areas.

Under this arrangement, the key station would accept information and instructions only from such authorities as the civil defense air radio warning chiefs and possibly the local civil defense control centers.

Other stations which would become satellites in emergency conditions would, by direct line connection or monitoring of a special carrier or by other means, be prepared to hear any signal which would indicate impending attack and the prescribed action to be taken.

Only in the event of proper codified instructions to the satellite stations would they join with key stations in broadcasting civil defense information.

Minimum of Six Months

Mr. Hopley explained that such a civil defense structure would take a minimum of six months to organize after appropriate legislation had authorized it. He estimated that in wartime operation, some 15 million people might be involved in all phases of civil defense.

It was recommended that serious consideration be given to development of a simple, standardized comunications code for use in radio defense operations. This would insure brevity of messages sent on loaded facilities and provide security in transmission of technical information.

The plan urges that arrangements be made in advance for the allocation of channel frequencies required for exclusive use by civil defense control centers.

Defense officials pointed out that police communications facilities, in time of emergency, must be expanded to accomodate decentralized sub-headquarters within communities, for alternate headquarters, and for field command posts and traffic regulation point stations.

"Rules and regulations of the Federal Communications Commission," the plan indicated, "provide adequate frequencies for use of fire service communications. Fire services should be encouraged to take up frequencies that are available and make the maximum use of radio facilities."

All Stations Needed

All stations, AM, FM, TV and facsimile, the report emphasized, "can be used to advantage by civil defense and should be utilized as an important medium to inform the public as to its reponsibility in civil defense.

"It should be recognized that for radio broadcasting stations to serve the needs of civil defense effectively it is essential that they remain on the air preceding an air attack, during air raids and in the post raid periods."

In anticipation of enemy airborne operations within the United States, it was felt that OCD and the armed forces should determine the extent that stations should be used in directing civilians and warning against broadcasts by the enemy.

The protection of stations against normal physical hazards and the war hazards of sabotage and fifth column activities are the primary responsibilities of the companies or public agencies operating the facilities, according to the plan.

Through stations civil defense educational material could be quickly presented to a maximum audience by a minimum number of persons, the report advised.

The plan is also designed for peacetime disaster application.

"In an emergency all possible conditions cannot be foreseen," officials admonished. "Civil defense plans should, therefore, comprehend the establishment during emergency of a single appropriate source, preferably in the local civil defense organization, for broadcasters to consult for specific instructions concerning conditions induced during the attack."

It was the opinion of the de-

MEMO TO BETTY BRUNS, Ted Bates:

The housewives of Cincinnati relax in the afternoon with WCKY's "WALTZ TIME" 1 to 2 PM. How do we know? For one thing, it has an average rating of 6.1*. Here is a show to reach the woman when she is in a relaxed *buying* mood. *(*Pulse Sept.-Oct. 1948)*

50,000 WATTS OF SELLING POWER

L. B. Wilson

WCKY
CINCINNATI

ON THE AIR EVERYWHERE 24 HOURS A DAY

fense experts that "positive assistance" could be rendered to civil defense by stations during and immediately following an attack.

They warned that if the attack should be atomic the public must be encouraged to steel itself against the tremendous shock of surveying the damage, loss of life, and the casualties which would inevitably ensue.

During this period of shock "it is almost certain that the public will come closest to mass hysteria," the report said, warning that stations, through proper programming and dissemination of reliable information, can perform a service "unavailable by any other means."

Ways in which radio could assist during emergencies were:

(1) Reassure the civilian population.

(2) Assist in mobilizing, through its facilities, fire-fighters, police and other services.

(3) Prepare those who have taken shelter for action after the all-clear is sounded, giving them instructions on assembly points, and describing the civil defense services which will be available.

(4) Inform the public of those areas which should be avoided because of radiological or other contamination.

(5) Give instructions on the use of water and other utilities in the home and in other locations after the attack.

(6) Warn vehicular traffic approaching the damaged area to stay clear—the great majority of vehicles now having radio receiver installations.

(7) Mobilize assistance from adjacent communities unaffected by the raid.

(8) Assist through announcements and programs in re-establishing as much as possible the even tenor of community life.

(9) Make facilities available to civil defense, military and municipal offers to carry messages to the public.

(10) Provide a service for separated persons.

Television stations were recognized as an excellent medium for training and for educating the public and conveying pertinent information through the simultaneous presentation of video as well as aural messages.

"Under a carefully organized plan," it was emphasized, "they [amateurs] are capable of making an important contribution to civil defense in providing supplementary emergency communications channels, especially during a post-raid period."

The Army Signal Corps announced last Monday that after several years' absence from amateur radio bands, the Army has resumed direct contact with amateur operators through its "ham" station, K4USA, in the Pentagon Building.

MODERNISTIC in design is the new transmitter building of KENI Anchorage, Alaska. Licensed to Midnight Sun Broadcasting Co., station operates with 5 kw on 550 kc and is an affiliate of MBS-Don Lee. Austin E. Lathrop is president, with Alvin O. Bramstedt, general manager.

Under the defense plan all stations would be responsible for maintenance, repair or expansion of their own facilities. Priorities for materials would be secured through the OCD.

Legislation is required to put the civil defense plan into operation.

Horace H. Nance, on leave of absence from his position as assistant vice president in charge of AT&T long lines engineering department, is chief of the technical division of the existing Office of Civil Defense Planning. This division has supervision over communications.

Members of the communications advisory panel are:

Leonard Asch, president, WBCA (FM) Schenectady; Clyde S. Bailey, executive vice president, U. S. Independent Telephone Assn.; Theodore Berrier, assistant vice president, AT&T, Washington; Edward Breen, president, KVFD Fort Dodge, Iowa; Charles M. Brown, director of plans and methods, Western Union; A. L. Budlong, senior secretary, American Radio Relay League; Everett L. Dillard, president of Continental (FM) Network; Capt. William Eddy, president, Television Assoc., Chicago; John Fetzer, president, WKZO, Kalamazoo, Mich.; F. E. Handy, commercial manager, ARRL; James LeGate, general manager, WIOD Miami; J. R. Poppele, president, Television Broadcasters Assn., and engineering vice president of WOR New York; John B. Rees, assistant chief engineer, AT&T; Robert K. Richards, NAB Public Relations director; George C. Richert, engineer, U. S. Independent Telephone Assn.; Harold Ryan, vice president of Fort Industry Co.; Robert Shelby, NBC director of television engineering and operation; John Shepard III, chairman of the board of the Yankee Network, and Carleton D. Smith, NBC television director.

ROUND-ROBIN FM
WATG-WBOE Presents Education Week Show

"ROUND-ROBIN" FM broadcast by simultaneously - synchronized hookups between WATG (FM) Ashland and WBOE (FM) Cleveland, both Ohio, [BROADCASTING, Nov. 1] was aired successfully Nov. 3 when high school students and officials talked back and forth on two-way transmission.

WATG conducted the roundtable as a public service program in connection with National Education Week. The students, separated by 60 miles, exchanged pleasantries and conversation on their education, scholastic background and school activities, and discussed the characteristics of their respective towns. Ashland is rural and Cleveland primarily industrial.

According to Robert M. Beer, WATG general manager, the inaugural program proved "what can be done in an educational way between high schools, colleges and civic groups of various cities that have FM outlets." He said that wire costs and expenses "that previously made such an endeavor prohibitive" will be eliminated, thus encouraging the continuance of such broadcasts.

KFMV HOLLYWOOD FORMALLY OPENED

KFMV, International Ladies Garment Workers Union sponsored FM station, formally entered the ranks of Hollywood broadcasters last Tuesday, Nov. 9, with 90-minute inaugural broadcast. Attended by approximately 500 people, program had Melvyn Douglas as m.c. and featured Edgar Bergen and Charlie McCarthy, Martha Tilton, Kenny Baker, Harry Babbitt, and speeches by Mayor Bowron, various city officials and ILGWU executives.

Preview luncheon was held same day for press and heads of other stations.

Station is owned by Union Broadcasting Corp. Cliff Gill is general manager; Dan Russell, program director. Newly completed offices are at 6540 Sunset Blvd. The 58 kw station has been operating since Sept. 8 on 94.7 mc.

Packaging, Distribution Service Starts in Calif.

TO PROVIDE a packaging and distribution service for agencies and film companies, Telepak Inc. is to be formed as a California corporation. Gifford Phillips, president of KGHF Pueblo, Colo., is president.

Headquartered in Beverly Hills at 170 So. Beverly Dr., firm eventually aims to open offices in Chicago and New York. Other corporation principals are Robert Longnecker, vice president in charge of sales; Merrill Pye, vice president in charge of creative activities; Robert Ellis, secretary; R. F. Maroney, treasurer.

"VIC" DIEHM SAYS:

Get in the Know - Now!

Yes, get in on your share of this $103,000,000 market now! Our 90% listening audience is a buying audience.* Direct sales gains are the results of your WAZL spent advertising dollar. For further information contact

Vic Diehm c/o WAZL
or
Robt. Meeker Assoc.
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AFFILIATED WITH NBC - MBS

WAZL

THE VOICE OF PENNSYLVANIA'S HIGHEST CITY

Established 1932 · Hazleton, Pa.

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SPORTS . . .
NEWS . . .
24 hours a day

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FLORIDA'S BIG INDEPENDENT

940 KC
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FULL TIME

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MIAMI BEACH

Studios:
MIAMI, MIAMI BEACH and HOLLYWOOD

Main Studio:
HOLLYWOOD BEACH HOTEL

Jonas Weiland, *President*

Hon Otto Goes
Larson & McMahon
Chicago 1, Ill

Dear Otto;

Cousin Politikin' 'Algy is still concerned over th' 'lection. . .Oh, his candidate fer constable won—never fear—eleven to one . . Politikin Algy is concerned cause he can't figer out who cast the dissentin' vote. . Yessir, you may be startled by th' way th' lection turned out, but jest wait 'til you see th' results o' usin WCHS. You'll be fit t' be tied. Course, WCHS keeps pluggin them CBS programs with 5000 watts at 580 day in-day out. . .and we got a followin' in Charleston, West Virginia that's hard t' beat.

Yrs.

Algy

WCHS

Charleston, W. Va.

KMGM
Los Angeles, Calif.
WFMZ
Allentown, Pa.
WRRN
Warren, Ohio
ON AIR
You too can put your confidence in—
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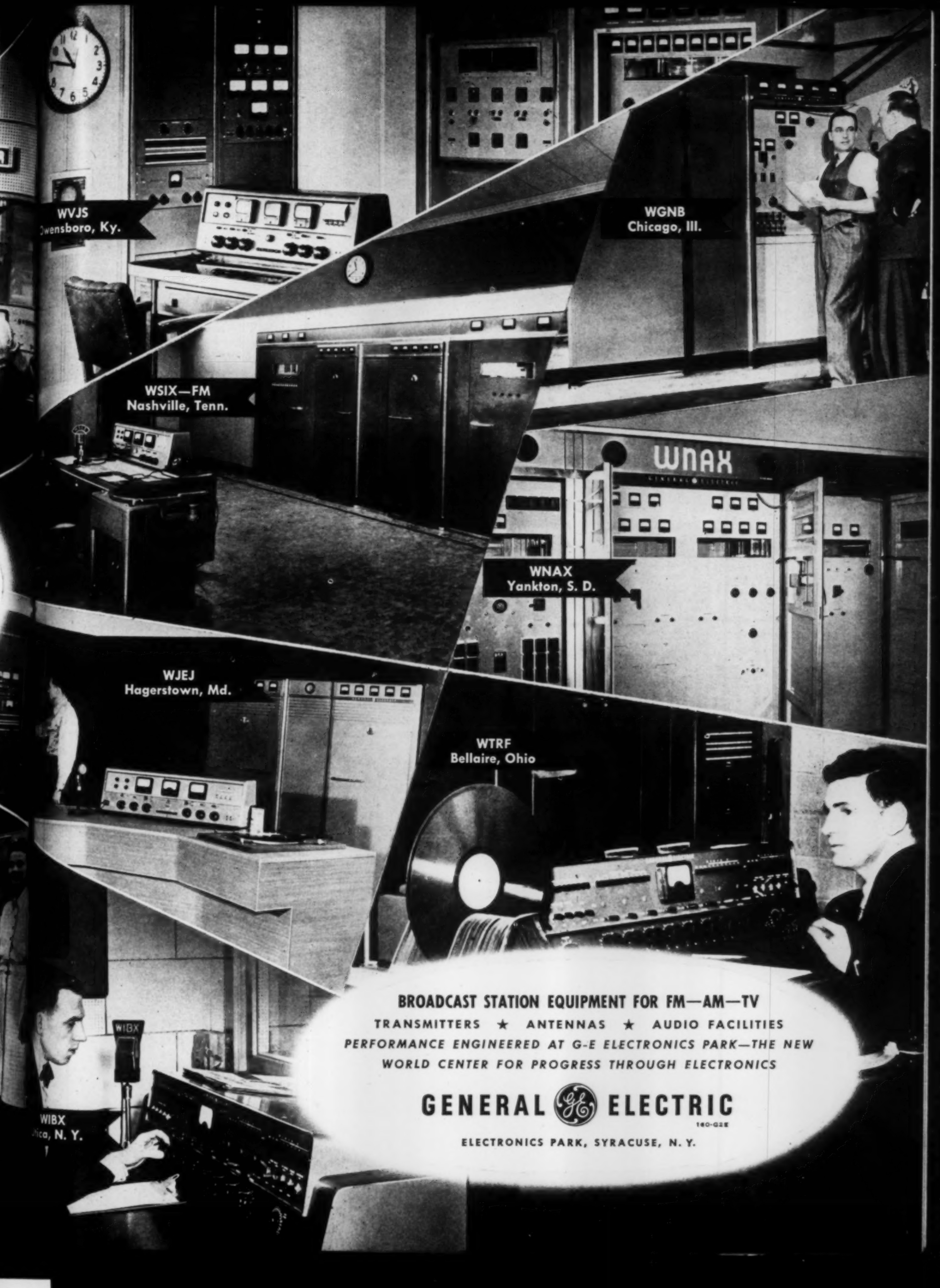
WBGE
Atlanta, Ga.
WTHT—FM
Hartford, Conn.
KYFM
San Antonio, Tex.


WVJS
wensboro, Ky.
WGNB
Chicago, Ill.
WSIX—FM
Nashville, Tenn.
WNAX
GENERAL ELECTRIC
WNAX
Yankton, S. D.
WJEJ
Hagerstown, Md.
WTRF
Bellaire, Ohio
WIBX
WIBX
tica, N. Y.

BROADCAST STATION EQUIPMENT FOR FM—AM—TV

TRANSMITTERS ★ ANTENNAS ★ AUDIO FACILITIES

PERFORMANCE ENGINEERED AT G-E ELECTRONICS PARK—THE NEW WORLD CENTER FOR PROGRESS THROUGH ELECTRONICS

GENERAL ELECTRIC

160-G2E

ELECTRONICS PARK, SYRACUSE, N. Y.

XUM

Only station saturating rich Western Washington market!

KIRO

CBS SEATTLE TACOMA

THE PIONEER
50,000 WATT STATION
OF THE PACIFIC NORTHWEST
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NATIONALLY REPRESENTED BY FREE & PETERS, INC.

For News of All Radio

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• 52 WEEKLY ISSUES AND 1949 YEARBOOK •

RED CROSS Commends Radio Disaster Aid

BROADCASTING's nation-wide cooperation in disaster relief activities was commended last week by Howard Bonham, American Red Cross vice president for public relations. At the same time ARC announced expansion of its emergency radio facilities.

Mr. Bonham

Three fixed shortwave stations, to be supplemented by mobile units, have been established in Washington, Chicago and San Francisco and will serve as relay points between the Red Cross and amateur or other services operating in disaster areas.

Operative on an instant's notice, the facilities will supplement the ARC national teletype system and will be manned by qualified amateurs and U. S. Naval Reserve trainees [CLOSED CIRCUIT, May 24].

Although the expansion of physical facilities primarily increases capacity for non-broadcast traffic, ARC pointed out some of this traffic subsequently may be broadcast as news, information about relief centers, warnings or other directions and appeals for aid.

Alert to Responsibilities

In his acknowledgment of commercial radio's aid in national emergencies, made in a letter to BROADCASTING, Mr. Bonham stated that "the many people who make up our great nation-wide system of broadcasting are alert to their responsibilities to the public.

"This fact has been repeatedly demonstrated," he said. "In time of disaster networks and individual stations have been quick to assist in the broadcast of emergency messages."

Other Red Cross officials cited several instances in which commercial stations have played a vital role in emergency relief aid.

Aid Important

These representatives re-emphasized the importance of the disaster assistance information distributed to stations by ARC through NAB. The part radio has played in the follow-up period to any disaster—the rehabilitation of homes and families—also was praised.

Some 519 stations now are airing the weekly ARC disc series, *Errand of Mercy*, featuring Hollywood stars in case history dramas.

Under the new shortwave station set up, to be coordinated by a newly established ARC Disaster Communications Unit, all radio messages from a disaster area will be funneled into one of the three fixed stations and then into the teletype network.

The three fixed stations are so located as to be within contact range of amateur, government, or other stations anywhere in the U.S.

The project is being supported by FCC and the American Radio Relay League, national amateur association. A. R. Richter, ARC disaster radio chief, coordinated development of the system.

Equipped by Navy

The Washington fixed station, K3NRW, has been equipped by the Navy and is available around the clock. It is being operated by Naval Reserve members and local amateurs. The Chicago station, W9DUA, is located in Evanston, Ill., and is maintained by the Evanston Amateur Radio Emergency Assn. The San Francisco, W6CXO, station will be operated by Bay Area amateurs. Contact frequencies are 3550, 7100 and 1450 kc.

The letter from Mr. Bonham follows:

EDITOR, BROADCASTING:

Because it goes directly into the home and reaches all members of the family, radio, of all instruments of public service, is one of the most intimate.

Well aware of this fact, the many people who make up our great nation-wide system of broadcasting are alert to their responsibilities to the public.

This fact has been repeatedly demonstrated, for instance, in time of disaster, networks and individual stations have been quick to assist in the broadcast of emergency messages. They have presented accurate and informative broadcasts; thus contributing greatly to community safety, welfare and comfort by helping to expedite organization and coordination of relief work by the American Red Cross and other groups involved in disaster operations.

The enthusiasm and cooperation of the radio industry has at all times been a vital factor in promoting the services and programs of the American Red Cross to the nation. The industry has a notable public service record in the fullest sense of the term.

Howard Bonham
Vice President
for Public Relations
American Red Cross

TV PROBLEMS Smaller Antenna Needed, Baker Tells IRE-RMA

"TELEVISION sets won't become an over-the-counter sales item" until TV research personnel have resolved the problem of shortening the size of TV antenna, "just as we did with radios," Dr. W. R. G. Baker, vice president in charge of electronics, General Electric Co., declared last Monday. He spoke before members of the Institute of Radio Engineers and Radio Mfrs. Assn. at their fall meeting in Rochester, N. Y.

"This is important," Dr. Baker asserted, "because many people do not want to disfigure their homes with large antennas and also because installation costs of large antennas are high." He said the problem was one of "most concern" to researchers.

Dr. Baker observed there had been an attempt to decrease prices of TV sets by cutting the image size of the receivers, but pointed out that surveys indicate a public preference of 10-inch tubes over smaller (and less expensive) tubes. Dr. Baker envisioned color television as "still far off."

Gives New Method

At the joint meeting, Otto H. Schade, advanced development engineer, tube department, RCA, outlined a new method providing a practical means of analyzing and rating the capacity of lenses, and TV camera and picture tubes to show picture detail.

Mr. Schade said the method meant "the end of guesswork" for the television industry, permitting, for the first time, objective measurement and selection of camera lenses, tubes, kinescopes and kinds and sizes of films that will give the best results in reproduction systems. He reminded that useful resolutions for television are limited by the width of television frequency channels.

"It remained for television to provide the practical means for obtaining data which are needed, not only by television itself but by all activities concerned with image-forming devices," he asserted.

R. K. McClintock, assistant to chief engineer, Sylvania Electric Products, Emporium, Pa., delivered a paper demonstrating the trend toward miniature electronic and radio units and their new applications.

McCANN-ERICKSON, New York, has appointed Margaret Ettinger & Co., New York, as public relations and publicity representative for a new comedy-mystery program, *Little Herman*, on ABC, sponsored by the Chesebrough Mfg. Co.

WORZ NBC AFFILIATE

ORLANDO
FLORIDA
1000 WATTS—740 K.C.
FULL TIME—CLEAR CHANNEL
Nat. Rep., WEED & CO., New York

BMI

(Continued from page 25)

artiality, the department an- unced it would slap a similar suit ainst BMI and its broadcaster wners.

Despite general feeling that the MI organization could withstand court test, the broadcasters con- luded that a government seal of pproval would cement BMI's by ow formidable position in the mu- ic field.

So, on Jan. 27, 1941, BMI signed consent decree promising to re- rain from monopolistic practices nd to make music available to sers on a per program as well as blanket license basis, with net- ork performances to be cleared t the source. The decree was to ecome effective when ASCAP had ccepted similar restrictions.

Serious for ASCAP

For ASCAP this was a far more erious matter, involving a thor- ugh overhauling of its organiza- ion as well as a change in its ethod of licensing broadcasters o use its music.

It was not until March 5, a month fter the Dept. of Justice had insti- uted criminal proceedings against it in the federal court in Milwaukee, that ASCAP signed its consent decree and agreed to rewrite its by-laws in accordance with the government mandate. Thus ended the civil suit. A week later it was found guilty in the criminal action and paid fines of $32,250.

Meanwhile, BMI had become the world's largest music publisher, shipping 100,000 units a week from its New York headquarters, occu- pying 25,000 square feet and em- ploying 275 full-time employes, in- cluding the full membership of the New York Autographers Union.

Its production schedule included some 14 new popular songs and 35 new copyrighted arrangements of the most popular public domain selections.

To calculate payments based on performance for music it licensed, BMI engaged Dr. Paul Lazarsfeld, director of Columbia U.'s Office of Radio Research, to set up an elaborate logging formula.

BMI's success in supplying the broadcasters with music that was, on the whole, acceptable to both listeners and sponsors, did not lead to any industry move to perpetuate this monopolistic position.

BMI had been founded to introduce effective competition into the music licensing field and the fact that the monopoly was now BMI's instead of ASCAP's did not alter this principle. As soon as the ASCAP reorganization was complete, negotiations for its use on the air began.

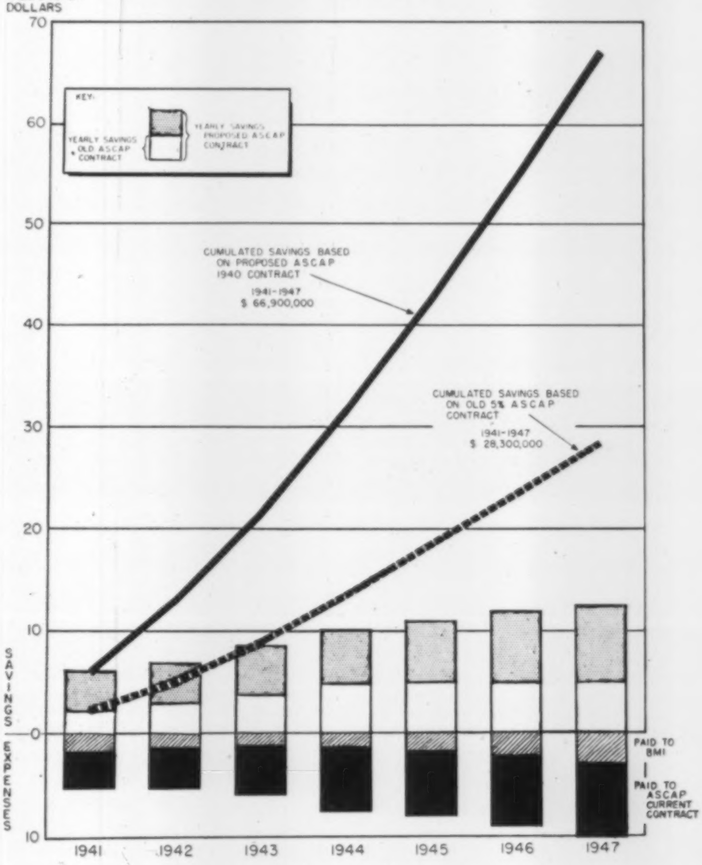
Mutual was the first network to make a deal, resuming the use of ASCAP tunes on May 13. CBS and NBC (which then operated two networks, Red and Blue, forerunner of today's ABC) followed suit on Oct. 30.

New pattern of ASCAP rates—2¾% for network programs, 2¼% for local shows under blanket licenses, in contrast to the previous 5% and the proposed 7½%—was the best proof of BMI's success. They meant savings of millions of dollars a year in ASCAP payments, savings that were substantial even when BMI and ASCAP fees were added together.

BMI was here to stay and no question about it.

The rest is history, perhaps best summarized by the numbers of BMI station subscribers: 804 at the end of 1942, 837 a year later, then 877, 927, 1,255, 1,829 and, as of mid October, 2,289, of which as this issue went to press 2,006 had signed renewal contracts running from May of 1950 to the same month of 1959.

THE EFFECT OF COMPETITION ON LICENSING COSTS
1941–1947



NOTE: 1941-1947 PAID TO BMI $12,312,000, PAID TO ASCAP $39,644,000

Government Curb on FM Assailed in Australia

WIDE OPPOSITION has been expressed in Australia to the government decision to restrict FM operations to government stations. Australian radio, which includes commercial and government stations, is supervised by the Australian Broadcasting Commission under the Dept. of Posts and Telegraphs.

J. E. Riddley, president of the Federation of Commercial Broadcasting Stations, said that his organization was "deeply concerned" over the fact that commercial stations appeared to have been left out of FM. The Postmaster General said he felt the decision wise "in view of the number of letters I receive from people complaining of horror serials, misrepresentation and exaggeration on commercial stations."

Center Your Attention on

Center of the Dial
860kc
MILWAUKEE

FIRST IN THIS BIG WEST TEXAS MARKET

KFYO
LUBBOCK
TEXAS

First because it's the CENTRAL SELLING FORCE of the vast geographical, trading, financial, industrial, commercial, and educational center located at Lubbock . . . BECAUSE it can open the door to this multi-million dollar market it's a KEY station — KFYO — the station with the consistent clear signal.

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. . . nationally represented for 15 years by
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Offices in Chicago • New York • Detroit
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U. P. Ahead

Again in 1948 the United Press delivered returns from the American elections to all parts of the world ahead of other services.

Last week we advertised some of the first messages received.

Here are additional comments on this performance by clients abroad and in the United States.

EL UNIVERSAL, Mexico City—M. Lanz Duret, President and General Manager: "You were ahead and superior throughout on the U. S. election as reported on our direct leased wire."

WPTF, Raleigh, N. C.—J. Edgar Kirk, News Director: "United Press did its customary competent job in covering recent election. In this area returns were gathered and tabulated rapidly and accurately and passed on to us without delay. Your state staff did an unusually fine job in wrapping up one of the biggest stories in the present generation. A salute to United Press."

DALLAS TIMES - HERALD — James F. Chambers, Jr., Managing Editor: "United Press election coverage was superb."

YORKSHIRE POST, Leeds, England (in an editorial): "United Press, using cables mainly, gave us astonishingly quick and complete service of the news. Our late editions were far ahead of rival papers selling in the same areas."

MONTREAL STAR—A. J. West, Managing Editor: "U. P. was better consistently nightlong. Many thanks for your fine election coverage."

SOUTH AFRICAN PRESS ASSOCIATION (comprising 29 newspapers), Capetown, S. A.: "Many thanks excellent presidential coverage which flashed all morningers."

ATLANTA CONSTITUTION — Ralph McGill, Editor: "Congratulations your election service. It was superb all the way through."

WCSC, Charleston, S. C.—Russell Long, Program Director: "Congratulations outstanding election coverage. WCSC proud to be part of fast accurate reporting organizations."

UNITED

The World's Best Coverage

Worldwidely

(CORRECTION: In Editor and Publisher last week we attributed to the Minneapolis Morning Tribune an endorsement of U.P. election returns. Subsequently we were advised that the endorsement came from a member of the Morning Tribune staff who was not authorized to speak for the paper and whose statement did not represent the opinion of the management. We regret this error and take this opportunity to withdraw the statement.)

HONG KONG TELEGRAPH — Stewart Grey, Editor: "Election complete United Press beat. Many thanks for a superior service.

AUSTRALIAN ASSOCIATED PRESS (88 clients in Australia and New Zealand): "Thanks to the United Press for the excellent service throughout the election. Fine performance."

KMPC, Hollywood, Calif.—"You were an hour ahead of one service and several hundred thousand votes of another all evening. Your fast and colorful leads were also great stuff."

CBS, New York—Henry O. Wefing, Asst. Director of News:
"This is to congratulate United Press on the fine service election night. We found all your material of great help. Your leads were clear and enlightening and your figures on the Presidential race helped keep us well ahead in reporting the national and state-by-state totals. All our broadcasters described your material as excellent."

MEMPHIS COMMERCIAL APPEAL — Frank Ahlgren, Editor: "With three wire services, Commercial Appeal deskmen used United Press solid throughout the night and from the first to final editions. That indicates how my shirt sleeve crew felt about U.P.'s fine election coverage."

PASADENA (Calif.) INDEPENDENT—T. G. Wood, Managing Editor: "U.P. coverage presidential elections best ever. You were right with facts from beginning to end. Your tabulations showed Truman leading from start."

CJAD, Montreal: "Your were not only ahead, you were miles ahead."

WNAO, Raleigh, N. C.—Dudley Tichenor, Manager: "Your election night service was excellent. There is no question but that you made it possible for us to lead in the report all night long."

SYDNEY (Australia) DAILY MIRROR—H. S. Currie, North American Editor: "A brief thanks and appreciation for U.P.'s remarkably fine effort in connection with the Presidential election coverage. We used U.P.'s election figures throughout the entire evening for relay to Sydney."

ABC, NEW YORK — John T. Madigan, National News Editor: "Congratulations on your election night coverage. Your service was a great help to us. You did an excellent job."

WMAW, Milwaukee—Jack Bundy, General Manager: "Our only source was United Press and throughout we were consistently ahead."

PRESS

Of the World's Biggest News

TEXACO SHOW LEADS PULSE'S TV RATINGS

IN A MOVE from September's second place rating, *Texaco Star Theatre* zoomed into a high first place position in October, over Monday night boxing bouts, according to The Pulse Inc. report on New York's TV audience.

Six of New York's top ten TV shows also made the top ten list in Philadelphia. They are *Texaco Star Theatre;* boxing on Monday and Friday nights, NBC-TV; *Toast of the Town; Original Amateur Hour,* and *We, the People.*

Following is the television audience report for October:

TOP TEN TELEVISION SHOWS

	Oct.	Sept.
Texaco Star Theatre, WNBT, Tues.	50.7	38.7
Boxing, WNBT, Mon.	46.7	—
On Broadway, WNBT, Mon.	37.3	—
Toast of the Town, WCBS-TV, Sun.	36.7	40.7
Rodeo, WCBS-TV, Sat.	32.7	—
Original Amateur Hour, WABD, Sun.	32.7	—
Americana, WNBT, Mon.	30.0	—
Boxing, WNBT, Fri.	29.3	27.3
Small Fry Club, WABD, Mon.-Fri.	29.3	27.0
We, the People, WCBS-TV, Tues.	28.7	—

AVERAGE QUARTER HOUR SETS-IN-USE FOR THE WEEK STUDIED, ENTIRE WEEK, 12 NOON-12 MIDNIGHT

TELEVISION HOMES

		Combined Radio and TV	TV Only	Radio Only
October	1948	33.5	24.1	10.8
September	1948	33.0	23.5	11.1
August	1948	30.2	20.2	11.7

Continental FM Network Gets Air Force Series

NEW series of concerts by the U. S. Air Force Concert Orchestra for nationwide broadcast was started last week by Continental FM Network. Titled *Symphony in the Sky,* the program is heard Thursdays, 8:30-9:30 p.m.

The Washington-originated broadcast is fed to Continental's East Coast network by wire and station-to-station relay. Wire relay has 15,000-cycle capacity. Broadcasts are carried on the West Coast a week later by use of Rangertone high-fidelity tape shipped to KSBR (FM) San Francisco, 250 kw outlet, as well as other Continental affiliates.

FCC Meeting

CONFERENCE of the managers of FCC regional engineering offices will be held in Washington this week beginning today (Nov. 15). The first such meeting since 1946 and heretofore held annually, the session will be attended by a dozen or more field men representing engineering and monitoring division regional offices at New York, Atlanta, Houston, San Francisco, Seattle, Chicago, Detroit, Alaska and Honolulu. Current field problems in administration, personnel and equipment will be discussed with Commission headquarters officials and group will visit FCC's Laurel, Md., laboratory and primary monitoring station.

COMPETITION

Private Commercial Firms Planned for Japan

TEN private commercial broadcasting companies are being planned for Japan in line with the expected enactment shortly of a new broadcasting law by special session, according to U. S. Government monitoring services.

The Japanese Broadcasting Corp. has heretofore enjoyed monopoly in the country's radio field.

The National Broadcasting Corp., with an initial capital of 30 million yen (dollars), is planning to set up 101 low power stations throughout the nation. Another organization, Central Broadcasting Co., will cover a district with commercials and relays of foreign broadcasts, it was reported.

People's Broadcasting Corp., also with 30 million yen capital, plans to set up a chain of stations in main cities. The new Japan Broadcasting Corp. itself is aiming at commercial broadcasting in Tokyo.

NBC CHICAGO ADDS THREE TV SHOWS

IN LINE with NBC's plans to link its Eastern and Midwestern TV cicuits Jan. 12, Jules Herbuveaux, TV manager at the network's Central Division, last week announced addition of three shows to the program schedule of WNBQ Chicago, expected to begin full-time programming Jan. 8.

Field telecasts, he explained, will make up the majority of the live programming until NBC Chicago Merchandise Mart video studios are completed in February.

Bigelow-Sanford Carpet Co., New York, through Young & Rubicam, same city, began sponsorship of WNBQ's first mid-week program Thursday with *Floor Show,* starring Dunninger, the mentalist, and Paul Winchell, ventriloquist, 8:30-9 p.m. CST. Chicago telecast is a kinescope recording of the original show televised on the network's East Coast video hookup, and is being piped from WNBQ via coaxial and the NBC Midwest TV circuit.

Additional Sunday features supplement the programming.

ABC Opens New Bureau In Berlin; Moore Head

ABC HAS established a Berlin bureau with Lyford Moore, formerly a correspondent for both ABC and Reuters, as manager with full staff status. Mr. Moore at one time was continuity director of KHQ and later KGA, both Seattle.

The decision to open a bureau in Berlin with a fulltime staffer in charge was motivated by the increasing importance of that city as a news center, according to Thomas Velotta, ABC vice president in charge of news and special events.

SPONSORSHIP of approximately ten hours a week of video time in Philadelphia by Peirce-Phelps, local appliance distributor, is discussed by (l to r): J. Trevor Peirce, vice president of Peirce-Phelps; Howard (Hank) Enders, manager of the Philadelphia office of Robert J. Enders Advertising, which placed the account, and Charles M. Phelps, secretary-treasurer of Peirce-Phelps.

WATV GOES OFF AIR REPLACING ANTENNA

WATV Newark will be off the air today (Nov. 15), Tuesday and Wednesday during installation by RCA of a new six bat-wing transmitting antenna. With favorable weather conditions, the video station will return with regularly scheduled programs on Thursday, Nov. 18, at 5 p.m., according to station officials.

WATV is entering the fight promotion field. Station has formed the Newark Boxing Club as a subsidiary and has engaged George Kobb, New Jersey matchmaker, to arrange for fighters.

WATV also has secured a license to present fights in its television center, formerly the Mosque Theater, where its studios are located, and plans to remodel the auditorium to accommodate both fighters and audience.

LEGISLATIVE CURBS ON POLLS PROPOSED

CONGRESSMAN-ELECT Earl Chudoff (D-Pa.) announced last week he will introduce legislation to regulate the operation of public opinion polls, setting up standards for them under FCC jurisdiction.

He made the announcement on the *U. of Pennsylvania Career Forum* Nov. 7, weekly feature of WCAU Philadelphia.

Mr. Chudoff stressed, however, that he was not in favor of abolishing polls, even if that were possible constitutionally. He argued that the polls are affected with the public interest because of their psychological impact on the people.

He recommended licensing of pollsters, abolishment of poll-taking by telephone, and publication of the methods of operation used by pollsters.

CHECK of television dealers and distributors reveals that as of Nov. 1 there were 9,253 television sets installed in the WTMJ-TV Milwaukee area, an increase of 2,222 sets since Oct. 1.

ALL-RADIO MATERIAL MULLED AT NAB MEET

SCRIPT MATERIAL of the All-Radio Presentation film was reviewed at a meeting of the NAB Sales Managers Executive Subcommittee held Tuesday at BMB headquarters, New York.

Suggestions for personalizing the material to bring it close to the communities in which the film will be shown were taken up by the subcommittee. Gordon Gray, WIP Philadelphia, is chairman.

Arnold Pearl, writer, was named to prepare a script from the basic material assembled by Victor M. Ratner, CBS vice president and director of advertising and sales promotion. Next subcommittee meeting will be held in December.

Attending besides Messrs. Gray and Ratner were Ivor Kenway, NBC; E. P. H. James, MBS; George Wallace, NBC; Lewis H. Avery, Avery-Knodel; W. B. McGill, Westinghouse Radio Stations; Maurice B. Mitchell, NAB.

R. VAN BUREN OPENS N. Y. SERVICE FIRM

RALPH VAN BUREN, former vice-president and secretary of Ruthrauff & Ryan, New York, has opened his own service business, to be known as "Ralph Van Buren, Specialist in Advertising Agency Administration," with offices in New York's Chrysler Bldg.

Consultation service will be rendered to agencies covering management problems of organization, business methods, financial controls, personnel and remuneration.

A group of management engineering specialists will be associated with Mr. Van Buren, with facilities available in Chicago, Cleveland, Montreal and London.

Miami Herald Becomes First AP Fax Member

THE DISTINCTION of being the first facsimile newspaper with Associated Press membership has fallen to the *Miami Herald's* operation, it was announced by Kent Cooper, AP executive director, following a meeting of the AP board of directors last week.

Five facsimile editions of *The Miami Herald* are published daily and transmitted over facilities of WQAM-FM Miami, the newspaper's station. The facsimile technical staff is currently engaged in developing new FM receivers to work in connection with facsimile sets.

Senator Holmes

ROBERT D. HOLMES, commercial manager of KAST Astoria, Ore., became one of radio's first state senators when elected Nov. 2. Mr. Holmes, who was elected on the Democratic ticket, will move to the state capitol in January.

Public Determines TV Status – Stanton

CBS President Discusses Video On First of New Series

TELEVISION'S present status and its future are being determined by the American public rather than by the industry itself, according to Frank Stanton, CBS president.

Mr. Stanton voiced this conviction last Monday in an interview on CBS with Lyman Bryson, the network's public affairs counsellor. Program, *You and Television*, was the first in a new series, *You and* . .

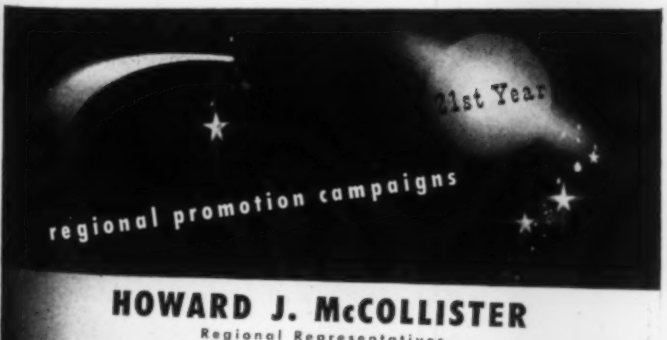
"... The real hero of television is not the scientist, the engineer or the broadcaster, but the American public itself," Mr. Stanton declared. "It is the people themselves who are creating television so swiftly today."

He continued: "Television, like radio, should be a medium for the majority of Americans, not for any small or special groups. Therefore its programming should be largely patterned for what these majority audiences like and want. . . .

"The Commission [FCC] . . . has the responsibility to regulate the technical operation of television and radio stations generally, and to insure their general operation in the public interest. But . . . the Commission, we feel, does not have the power to control what particular types of programs television or radio may offer to the audience. Only the people, in the final analysis, can vote yes or no on that."

Rivalry in Seattle

CAROL BERRAR, 24-year-old switchboard girl at KOMO Seattle won first place in the Seattle finals of the Arthur Godfrey Talent Scout contest. Finals were held Oct. 26 on one of KOMO's local rivals, KIRO. During the war Miss Berrar appeared in USO camp shows and had her own radio show, *Here's Carol!"* on KGMB Honolulu. She was introduced to Seattle listeners on KOMO's *Studio Party* Oct. 19.



HOWARD J. McCOLLISTER
Regional Representatives
10660 BELLAGIO, LOS ANGELES • BR 04705
Shows with a Hollywood Heritage ★ Member N·A·B·

Programs

EACH morning at 6:45 a.m. Don Bell of KRNT Des Moines, does setting-up exercises. As he spins an exercise disc he does the push-ups, pull-ups, deep knee-bends, etc., on the studio floor. Microphone placed within "grunt and groan" reach picks up the laborious undertaking. Listeners are asked to join in the fun! Background music is provided from a three-minute disc from Susan Carroll album by Capitol, "Milady, Your Figure."

Amateur Films

AMATEUR motion picture films which are entries in a Chicago photography contest are being telecast on *Reel Adventures* over WGN-TV Chicago, Sundays, 7-7:30 p.m. (CST). David Taylor, master of ceremonies, introduces each week the photographer whose film is shown that evening. Both provide the commentary. Films, which have been submitted in the annual competition of the Assn. of Amateur Camera Clubs, are voted upon by televiewers. The top winning entry will be judged at conclusion of 13-week series, which began Nov. 8.

Handwriting Analysis

HANDWRITING analysis is feature of television show sponsored by Esterbrook Pen Company, Camden, N. J., over WPTZ (TV) Philadelphia. Entitled *Write Your Way*, program features Dorothy Sara, handwriting expert, who analyzes character of prominent Philadelphians as revealed by their penmanship. Agency is Aitkin-Kynett, Philadelphia.

Blood Donation

WATV (TV) Newark, N. J., telecast blood donation on Nov. 10 from city's Academy of Medicine as part of Essex County Medical Society Public Health Week observance. Advertising Club of New Jersey, American Red Cross, Essex County Blood Bank and the Medical Society co-sponsored the event.

Second Call

FROM the Coffee Shop of the Hotel Fort Des Moines, KIOA Des Moines airs *Second Call to Breakfast* every weekday 8:15-9 a.m. Hal Kennedy, m.c., interviews guests of the hotel.

'Story Book Girl'

WITH group of small children seated beside her, "Tommy" Atkins each week tells them a fairy tale on *Story Book Girl*, every Monday, 5:15 p.m. on WRGB-TV Schenectady. As she relates the fable, children at blackboard portray what they think characters should look like. Children at home are also asked to draw pictures of the characters and send them to the station. Three children drawing the best pictures are invited to studio to participate in following week's show, and are awarded membership and button in WRGB-TV Club.

Exposition Coverage

EVERY afternoon during Kingsport (Tenn.) Rotary Club's Industrial Exposition, WKPT Kingsport covered proceedings. Paul Overbay of WKPT, broadcast 15 minute on-the-air interviews with many of the exhibitors, and a "mike's-eye-view" of the proceedings. Station included opening day notice of Exposition in its stamp collectors bulletins, and 1292 replies prompted it to include special rubber-stamped notice on subsequent bulletins during Exposition.

For European Women

WEEKLY women's program containing talks by American club and civc leaders is being aired to the women of Europe by WRUL Boston, World Wide Bcstg. Foundation's shortwave station. Program is to provide assistance to European women by discussing household, family and social work.

STERLING DRUG

FTC Hears Appeal On Advertising

FEDERAL Trade Commission has taken under advisement arguments on appeal by Sterling Drug Inc., which is charged by the Commission with dissemination of false advertising in connection with its Bayer Aspirin and Phillips Milk of Magnesia.

The appeal asks reversal of the trial examiners' findings on previous rulings. Hearing was held in Washington Nov. 3.

Andrew J. Graham, Sterling's attorney, requested deletion of previous remarks by the government counsel, Edward L. Smith, with respect to sponsorship of Bayer's *American Album of Familiar Music.*

According to Mr. Smith, more than 1,000 of the druggists contacted by questionnaires indicated they did not feel they were "sponsoring" the program despite a tagline, "presented by the druggists of America." The firm discontinued that copy in 1944.

Motion for reversal was requested because of the examiner's refusal to admit as evidence the 5,300 questionnaires mailed by and returned to Sterling Drug. The questionnaires had included the question of sponsorship to which the plaintiff had objected.

The Commission will pass on the overall complaint which also involves the advertised selling price for Bayer Aspirin and the claim of "therapeutic qualities" with respect to Phillips' Milk of Magnesia Cosmetics Cream.

VIDEO sets in Chicago area increased by 3,309 from Oct. 8 to Nov. 5, according to Chicago Electric Assn. Number in operation Nov. 5 was 38,562, as compared with 35,253 early in October, when 83% were in homes, 13% in public places and 4% in dealers' showrooms.

TOP NEW HITS
4 big "DJ" platters for your turntables from RCA VICTOR*

SPIKE Jones
All I Want For Christmas (Is My Two Front Teeth) and Happy New Year
DJ-592

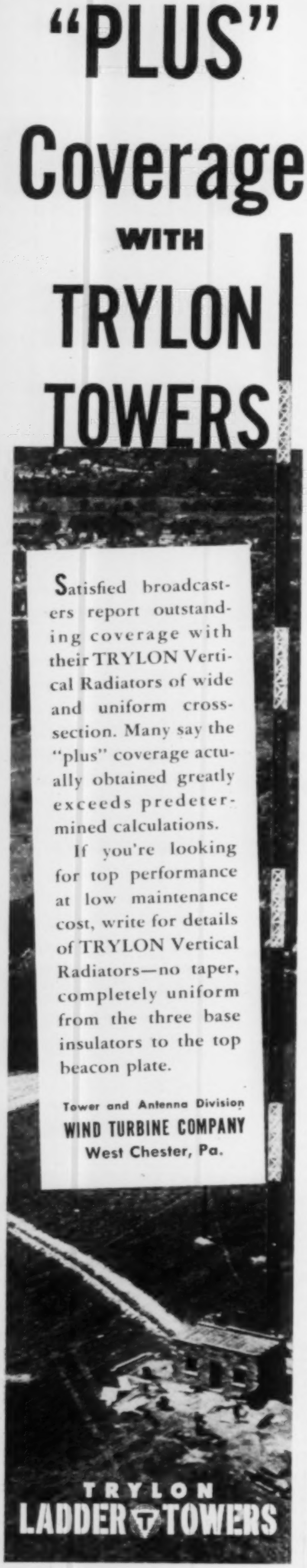
BILL Boyd
Southern Steel Guitar
and
JOHNNY Vadnal
Vet's Polka
DJ-593

Buchanan Brothers
Hootin-Nanny Papa
and
DAVE Denney
You'd Better Be Sure or You'll Be Sorry
DJ-594

Reina's ORCHESTRA
Sicilian Tarantella
and
HENRI René
La Raspa DJ-595

*Special couplings on Vinylite for Dee Jays!

RCA VICTOR RECORDS


"PLUS" Coverage WITH TRYLON TOWERS

Satisfied broadcasters report outstanding coverage with their TRYLON Vertical Radiators of wide and uniform cross-section. Many say the "plus" coverage actually obtained greatly exceeds predetermined calculations.

If you're looking for top performance at low maintenance cost, write for details of TRYLON Vertical Radiators—no taper, completely uniform from the three base insulators to the top beacon plate.

Tower and Antenna Division
WIND TURBINE COMPANY
West Chester, Pa.

TRYLON LADDER TOWERS

BBC-MOVIE PACT

Theatre Telecasts Are Possible

A CLOSER alliance between the BBC television department and British motion picture theatre operators may result from discussions now in progress in London. Agreement may enable the BBC to telecast sporting events now priced beyond its financial reach and allow the theatre people to receive theatrical reproduction rights.

If the desired outcome is achieved, BBC would authorize large-screen reproduction of its telecasts of outstanding sports and other special events by the motion picture theatres. For such events the theatres could increase admission charges. A percentage of the increased revenue from the theatre box offices would be turned over to the BBC for use in paying for the television rights.

As a non-profit organization licensed by the government as the exclusive broadcaster of aural and video programs and supported by taxes on receiving sets, the BBC has only limited funds available for rights.

It is understood that $2,000 is the most ever paid for video sports rights in England, an infinitesimal sum in comparison to telecasting sports fees in America.

BBC also will use the discussions to try to obtain certain newsreel privileges it now lacks. Unwillingness of the British newsreel makers to make any of their products available to the BBC has forced it to set up its own newsreel department, which currently produces two quarter-hour news programs a week for BBC telecast.

Competition between theatre and broadcast newsreels has made it difficult and in some cases impossible for BBC cameramen to cover some events. BBC would like to secure full rights for its cameramen. Deal may also include permission for the BBC to televise some feature films for its home viewers.

Appointment of Norman Collins, BBC controller of television, to the board of governors of the National Film Institute of Great Britain was taken by industry observers to indicate that the present discussions are being taken seriously by both sides and may produce important results in the not too distant future. The appointment was announced last Monday in London.

Mr. Collins learned of his appointment in New York where he spent last week observing American television and, incidentally, viewing the premier showing in the United States (at New York's 72d St. Translux Theater) of the film made from his best selling novel, *Dulcimer Street*.

Confirming reports from London, Mr. Collins said:

"Discussions concerning the future of large screen television in British cinemas are taking place at this moment in London, under government auspices.

"A committee has been formed which consists of the rentors, exhibitors and producers and the BBC. The committee sits under the Post Office chairmanship. The discussions have centered mainly on public televising in cinemas of remote broadcasts, including big sporting and national events.

"The BBC has emphasized that it does not wish to become a 'home cinema' but would like, in return, to be able on occasion to avail itself to British and American feature films and documentary films of top-line importance.

"Details of settlement are not anticipated immediately but the discussions are progressing in a mood of optimism and mutual confidence."

Technical

WILLIAM WAGNER has been promoted to technician at WCAU-TV Philadelphia. He is assigned to TV station's field crew. **MARTIN GOLDEN** has joined station as floor man. **RICHARD KANE**, formerly with WILM Wilmington, Del., joins station as technician.

HOWARD L. CARLSON has joined KAYL Storm Lake, Iowa, as staff engineer.

STEPHEN GASPAROVITCH, formerly of Magnetic Recorder Division, Brush Development Co., Cleveland, has joined WEOL Elyria, Ohio, as transmitter engineer.

ANDREW Corp., Chicago, has announced production of a new automatic dehydrator, type 1900, and new line of RF inductors, designed for broadcast phasing and tuning networks.

SPECIALTY DIVISION, General Electric Electronics Dept., Syarcuse, N. Y., has announced production of five new types of germanium diodes, featuring a welded whisker which eliminates contact variation.

ALTEC LANSING Corp., New York, has announced production of new FM-AM tuner, type ALC-101, designed for home use, and an associated high fidelity amplifier, type A-3230.

THREE NBC Hollywood engineers have been transferred from radio to television section, effective this month. They are: **RALPH CLEMENTS**, recording engineer; **HAROLD PLATT**, studio-field engineer; and **VERN ALSTON**, maintenance engineer. **RAY BATEMEN** replaces Mr. Clements; **JOSEPH DESSERT** replaces Mr. Platt; **HUGH WHITE** replaces Mr. Alston.

WINTON D. TEEL has joined KFI-TV Los Angeles engineering staff. Mr. Teel was formerly transmitter engineer with transoceanic shortwave stations KGEI and KGEX San Francisco.

BILL KELLER, engineer at WLS Chicago, is the father of a boy, James Anthony.

WAAM'S BIG DAY

New TV Outlet Was on Air 23 Hours Nov. 2-3

SECOND day of WAAM (TV) Baltimore's operation (election day) turned out to be not just an ordinary one, but the station was equal to the task. WAAM was launched Nov. 1 [BROADCASTING, Nov. 8] and began its election day programming at 5:30 p.m., expecting to sign off at its regular time. Instead it stayed on the air 23 hours.

In addition to presenting election returns, the station aired ten live shows and several film programs. Programming provided by ABC, with which WAAM is affiliated, was supplemented by a number of DuMont shows.

WAAM operates on Channel 13 (210-216 mc).

Turntable

BETTE CROSSET, former director of women's programs at WZIP Covington, Ky., has joined Frederick W. Ziv Co.'s Cincinnati office as member of publicity staff.

FREDERIC W. ZIV Co., Cincinnati, has announced sale of 14 of its programs to two stations—WLIN Merrill, Wis., contracted for eight shows; KSIB Creston, Iowa, has purchased six additional shows, raising its total of Ziv packages to eight.

GUILD RADIO FEATURES, Toronto, has been appointed to handle Canadian sales of Kermit-Raymond Productions, New York.

AUDREY MILSON, formerly of CHUM Toronto, has joined Guild Radio Features, Toronto, to handle promotion of syndicated programs and production.

MARTIN D. SCHNALL of Columbia Records, Bridgeport, Conn., has been appointed assistant in transcription department. Prior to his new appointment he was production control manager in charge of scheduling and coordination of output at firm's Bridgeport, Conn., plant.

FREDERIC W. ZIV Co. has moved its Hollywood office to 6253 Hollywood Blvd.

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Mellin

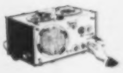
CORNBELT SYMPHONY

On Records: Cyril Stapleton—Lon. 282; Fred Gray—Apollo 1132; Nev Simons—MGM 10257; Jack Lathrop—Vic. 20-3119; Bob Stewart—Me-Ro 7469; Jack Smith—Cap. 15280.

BROADCAST MUSIC INC.
NEW YORK • CHICAGO • HOLLYWOOD
580 FIFTH AVENUE
NEW YORK 19, N. Y.

BMI

For **Teaching** languages, speech, music . . . **Sales Training**

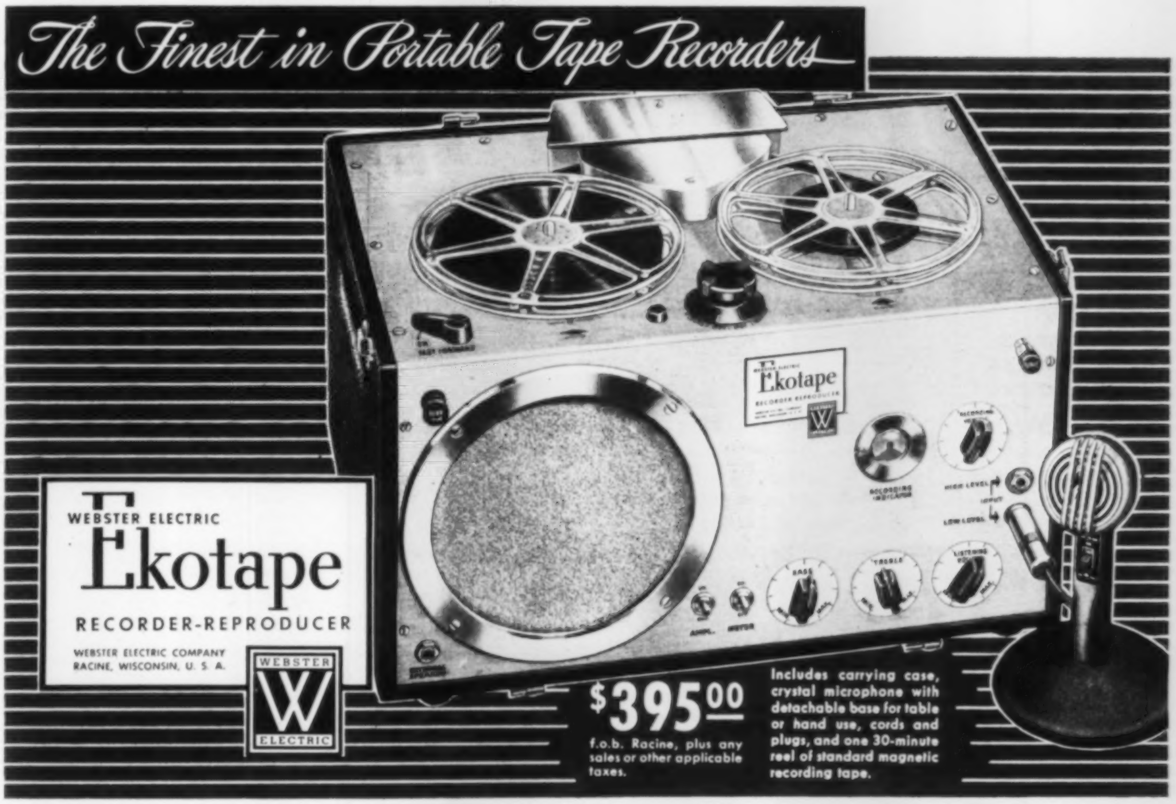


and sales presentations . . .

Speeches, sermons, exhibits . . .

Radio

broadcasting, monitoring, auditions . . .



The Finest in Portable Tape Recorders

WEBSTER ELECTRIC
Ekotape
RECORDER-REPRODUCER
WEBSTER ELECTRIC COMPANY
RACINE, WISCONSIN, U. S. A.

$395.00
f.o.b. Racine, plus any sales or other applicable taxes.

Includes carrying case, crystal microphone with detachable base for table or hand use, cords and plugs, and one 30-minute reel of standard magnetic recording tape.

Webster Electric "EKOTAPE" Recorder-Reproducer

Superlative tone quality, more power output, and many valuable and practical features make the new "Ekotape" an exceptionally desirable tape recorder. It is extremely simple to operate. Fast forward and fast rewind speeds and time indicator scales make it easy to locate any desired section of a program, quickly! High and low level input and external speaker jacks add versatility. Designed to meet user's requirements after careful surveys and many interviews with recorder users. A highly versatile, efficient, and dependable recorder with the high quality you expect of a fine musical instrument.

- Superlative Tone Quality
- Faithfully echoes speech, music, and sounds
- Simplified threading; dependable operation
- Absolute freedom from wow and flutter
- Dual channels of amplification
- Large high quality 8-inch speaker
- Fast forward and rewind speeds
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- Positive dual erasing feature
- Electronic Recording volume indicator
- Separate bass and treble tone controls
- Uses any standard magnetic recording tape

MAIL THIS COUPON TODAY

Webster Electric Company, Racine, Wisconsin: BC-2
Please send me, without obligation, literature fully describing the new "Ekotape" recorder-reproducer.

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City.................................State...................

WEBSTER ELECTRIC
RACINE WISCONSIN
Established 1909

Export Dept. 13 E. 40th St., New York (16), N.Y. Cable Address "ARLAB" New York City

"Where Quality is a Responsibility and Fair Dealing an Obligation"

Family Benefits in Will Of Mrs. Kathryn Mapes

THREE NIECES and a grand nephew of Mrs. Kathryn Mapes, late owner of KRIC Beaumont, Tex., and publisher of the Beaumont, Tex., *Enterprise and Journal*, were named in her will as heirs. Also, Mrs. Eca Du Jay, secretary of the publishing company, received 100 shares of stock and was named a trustee.

The nieces are Mrs. Clyde Randall and Mrs. Laura Lee McDonald, Phenix City, Ala., and Mrs. Carrie Miller, Columbus, Ga. The grand nephew is Robert E. Lee Myers, Phenix City.

WVCH ON-THE-SPOT

Announcers Give Eye Witness Report of Brutal Eight-Man Killing Near Station

DRAMATIC on-the-spot news coverage highlighted the programming of WVCH Chester, Pa., Nov. 6 when a man ran amuck with a gun across the street from the station. During an hour-long battle with police, he killed eight men and wounded five others before ending his own life.

It all started at approximately 8:30 a.m. when the janitress in the Wolf Bldg., where WVCH's studios are located, told the station's two duty men, Tom Harvey and Phil Steer, about the gun fight in which two men had already been killed.

Mr. Steer, who had just gone off duty, rushed to an office window overlooking the street and got there as another person was hit.

Police Close In

Mr. Harvey left a record spinning as he came to see what was going on. After another exchange of shots, and as police closed in on the scene, he broke in on his show with a bulletin.

With the police gathering by the score, Mr. Steer assumed the action was over and started out for additional details. He found, however, that things were still in full swing as a bullet struck close by.

Not discouraged, but a bit more careful, he obtained the names of two of the dead and learned that three others also had been killed. This information was aired a few minutes later by Mr. Harvey.

By then, announcer Karl Whittington had come on duty and he took over in the control room while Messrs. Steer and Harvey surveyed the scene from an office window.

It was decided that Mr. Harvey would do an on-the-spot description and a mike was brought from the control room.

From shortly after 9 a.m. until the killer ended his own life, Mr. Harvey described the movements of police and troopers as they exchanged gun-fire with the killer and tossed tear-gas bombs into the room where he had sought refuge.

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ARCHER S. TAYLOR
Consulting Radio Engineer
BOX 1479
MISSOULA, MONTANA
PHONE 8562

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of AM FM TV Towers & Antenna
Emergency Repair Service
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Flint, Michigan

Philip Merryman & Associates
- Heatherdell Road
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BALTIMORE SCHOOLS RULE ON TV SHOWS

ADVERTISERS who may want to sponsor telecasts of public school sports in Baltimore, Md., will first have to obtain the approval of the city's Board of School Commissioners, in line with rules adopted by the school board Nov. 4. It also ruled that no station may enjoy exclusive TV or broadcasting rights.

The board announced the rules after it had granted WMAR-TV Baltimore permission to telecast the Polytechnic-City College football game on Thanksgiving Day, Nov. 25. A third rule, also adopted, requires that financial arrangements between Baltimore stations and the school be approved by the Dept. of Education's business division.

"I can see nothing unethical in the policy of permitting commercial sponsors to telecast school sports programs, but care must be taken about the kind of sponsors involved," John R. Sherwood, a board member, declared. He added: "It is important that we should know, for example, if advertising beer and liquors was involved in any sponsorship."

PETITION OF IBE ON WABD DISMISSE

PETITION of Radio and Tele sion Broadcast Engineers Uni Local 1212, International Broth hood of Electrical Workers (AF was dismissed last Wednesday the National Labor Relati Board. Petition asked that the lo be designated collective bargain agent for technicians and "cert other related employees" at WA (TV) New York.

Technicians and related gro at both DuMont-owned televis stations, WTTG Washington a WABD, are covered by a sin contract with the International liance of Theatrical and Stage E ployees. IATSE, as well as D Mont and the National Assn. Broadcast Engineers and Tech cians, opposed the Local 1212 pe tion.

NLRB's decision supported t contention of IATSE, DuMont a NABET that there should be separate contract for WABD tec nicians. The decision pointed o that WABD and WTTG "are ope ated as a single unit from bo an administrative and operation standpoint," that there is freque interchange of employes betwe the two stations and that DuMo uses "one schedule of wage rate for similar classifications of em ployes at both stations."

British Films for CBS

CBS-TV has acquired exclusi American video rights to 52 Briti films, with such stars as Jam Mason, Gracie Fields and Micha Redgrave. J. L. Van Volkenbur vice president and director of T operations, made the announc ment. Rights cover distributi as well as broadcasting. Films wi be available to all video statio on a syndicated basis. Pictures a scheduled to be ready for distrib tion within six weeks.

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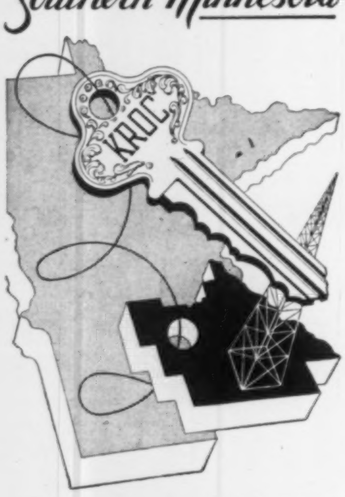

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ACTIONS OF THE FCC

NOVEMBER 5 to NOVEMBER 10

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hou
SSA-special service authorization
CG-conditional grant

November 5 Decisions . . .

DOCKET CASE ACTIONS

Petition Denied

Announced adoption of a memorandum opinion and order denying petition of Lomar Bcstg. Co., Lancaster, Pa., for rehearing, directed against Commission's decision granting application of WCBM Baltimore to operate on 680 kc 10 kw-D 5 kw-N unl.; and denied informal petition of Tower Realty Co., Baltimore, requesting dismissal of its application (which was denied in above decision), without prejudice to any action Commission may take with respect to then pending petition for leave to amend by Tower Realty Co. (Comrs. Jones, Sterling and Hennock not participating).

AM—850-860 kc

Announced adoption of order severing from consolidated proceeding the application of Peninsula Newspapers Inc., Palo Alto, Calif., and continued same in hearing status and placed it in pending file pending determination in daytime skywave proceeding, and adopted order granting application of KTRB Bcstg. Co. Inc., Modesto, Calif., to increase D power of KTRB from 1 kw to 5 kw, subject to cond. that applicant will make proper adjustment of all reasonable complaints with respect to blanketing, and further subject to any interference which may be received from operation proposed in application of Peninsula Newspapers Inc., in event application is, subsequently granted.

Petition Denied

Adopted a memorandum opinion and order (Comrs. Jones, Sterling and Hennock not participating), denying petition of May 11 of Northern Corp. (WMEX) Boston, for "Reconsideration and Other Relief," petitioning Commission to reconsider memorandum opinion and order of April 28, on ground that Commission has not complied with requirements of Administrative Procedure Act, and denying "Petition for Oral Argument" on May 11 petition.

Argument Postponed

Upon request by Valdosta Bcstg. Co., Commission postponed oral argument scheduled Nov. 15 to Dec. 6 in proceeding involving applications of Valdoesta Bcstg. Co. and Okefenokee Bcstg. Co.

ACTIONS ON MOTIONS

(By Commissioner Hyde)

WBCM Bay City, Mich.—Granted petition for leave to intervene in hearing on application of Hamtramck Radio Corp.

WAWZ Zarephath, N. J.—Granted petition to accept late appearance in re application of Suffolk Bcstg. Corp.

Radio Ft. Wayne Inc., Fort Wayne, Ind.—Granted petition to accept late appearance in re application of Glenn West, Portland, Ind.

Puerto Rico Communications Authority, San Juan, P. R.—Granted authority to dismiss without prejudice application for FM station.

KLX Oakland, Calif.—Granted petition insofar as it requests leave to amend application to show revised trans. site and ant. array.

Jackson Bcstg. Co., Jackson, Tenn.—Granted petition to dismiss without prejudice AM application.

KGGF Coffeyville, Kan. — Granted petition for leave to take depositions in re application.

David Harold Wooldridge, Memphis, Tenn.—Granted petition to dismiss without prejudice his application and application of Bluff City Bcstg. Co. Ltd., Memphis, was removed from hearing docket.

November 5 Applications . . .

ACCEPTED FOR FILING

AM—1340 kc

Manistee Radio Corp., Manistee, Mich.—CP new AM station 1340 kc 250 w unl. AMENDED re corporate structure.

AM—630 kc

Guy E. Mallery Jr., Helena, Mont.—CP new AM station 680 kc 1 kw D AMENDED change frequency to 630 kc.

Assignment of License

KVOU Uvalde, Tex.—Voluntary assignment of license from Edward J. Harpole, William T. Kemp and W. J. Harpole to Edward J. and W. J. Harpole d/b as Uvalde Bcstrs.

Transfer of Control

KYA San Francisco — Voluntary transfer of control from Dorothy S. Thackrey to Warner Bros. Pictures, Inc.

KLAC Los Angeles—Same.

Modification of CP

WJAX Jacksonville, Fla.—Mod. CP increase power etc. for extension of completion date.

KYSC Yuma, Ariz.—Mod. CP new AM station for extension of completion date.

License for CP

WUSJ Lockport, N. Y.—License to cover CP new FM station.

WMOB-FM Mobile, Ala.—Same.

WCMI-FM Ashland, Ky.—Same.

WCOP-FM Boston—Same.

WOCB-FM West Yarmouth, Mass.—Same.

WTMJ-FM Milwaukee — License to cover CP changes in FM station.

Modification of CP

WGOR Fort Lauderdale, Fla.—Mod. CP new FM station for extension of completion date.

WRBL-FM Columbus, Ga.—Same.

KIMV Hutchinson, Kan.—Same.

WBBB-FM Burlington, N. C.—Same.

WILK-FM Wilkes-Barre, Pa.—Same.

WFBC-FM Greenville, S. C.—Same.

KARM-FM Fresno, Calif.—Same.

WTAX-FM Springfield, Ill.—Same.

KSCJ-FM Sioux City, Iowa—Same.

KCKN-FM Kansas City, Kan.—Same.

WDET-FM Detroit—Same.

KOCY-FM Oklahoma City—Same.

KGKL-FM San Angelo, Tex.—Same.

WJUN Philadelphia—Mod. CP new noncommercial educational FM station for extension of completion date.

Transfer of Control

KLAC-TV Los Angeles — Voluntary transfer of control from Dorothy S. Thackrey to Warner Bros. Pictures Inc.

WHAS-TV Louisville — Voluntary transfer of control from Courier-Journal and Louisville Times Co. to Crosley Bcstg. Corp.

TENDERED FOR FILING

Assignment of License

WDSU WDSU-FM WDSU-TV New Orleans—Consent to assignment of license from Stephens Bcstg. Co. Inc. to International City Bcstg. Service Inc.

Transfer of Control

WTVL Waterville, Me.—Consent to transfer of control from Kennebec Bcstg. Co. to Carelton D. Brown.

APPLICATION RETURNED

FM—Educational

Bramwell Public Schools, Bramwell, W. Va.—CP new noncommercial educational FM station with power of 10 w RETURNED.

November 8 Applications . . .

ACCEPTED FOR FILING

Modification of CP

WHIS Bluefield, W. Va.—Mod. CP increase power etc. for extension of completion date.

License Renewal

WBCA Schenectady, N. Y.—License renewal FM station.

WCFC Beckley, W. Va.—Same.

Modification of CP

WHEN Syracuse, N. Y.—Mod CP commercial TV station to change from vis. 15 kw aur. 7.5 kw to vis. kw aur. 13.4 kw and specify site.

TENDERED FOR FILING

Assignment of License

KCSB San Bernardino, Calif.— signment of license from Wood Miller to Town Crier Bcstrs. Inc.

KUGN KUGN-FM Eugene, Ore.— signment of license from C. H. Fis and B. N. Phillips d/b as Valley Bc Co. to KUGN Inc.

KXYZ KXYZ-FM Houston, Tex.— signment of license from Harris Coun Bcstg. Co. to Shamrock Bcstg. Co.

Transfer of Control

KITO San Bernardino, Calif.—Tra fer of 360 sh common stock from W liam B. Dolph and Herbert L. Pett to Carl D. Haymond.

WKJG WKJG-FM Fort Wayne, In —Transfer of control to William Kunkel III, administrator of estate William A. Kunkel Jr., deceased.

November 9 Decisions . . .

BY THE SECRETARY

WFMI Portsmouth, N. H.—Grante mod. CP change overall height abov ground from 134 ft. to 154 ft. and ma changes in ant. system.

WGOV-FM Valdosta, Ga.—Grante mod. CP to change type trans.

WEED-FM Rocky Mount, N. C.— Granted mod. CP to change ty trans. and studio site.

WJBK-FM Detroit—Granted mod. C to extend completion date to 5-29-49.

KSBS Kansas City, Kan.—Same 5-16-49.

WTTM-FM Trenton, N. J.—Same 5-12-49 on cond. that construction completed or interim operation pr vided by that date.

KVMA Magnolia, Ark.—Granted cense new AM station 630 kc 1 kw D.

WTWT Stevens Point, Wis.—Sa 1010 kc 250 w D.

WHIM Gallatin, Tenn.—Same kc 1 kw D.

WFAX Falls Church, Va.—Same kc 250 w D.

WHSY Hattiesburg, Miss.—Same.

WAIM Anderson, S. C.—Granted cense install new vertical ant. a mount FM ant. on AM tower.

WGR Buffalo, N. Y.—Granted lice increase power etc.

KBTM Jonesboro, Ark.—Granted cense mount FM ant. on side of A tower.

KGVL Greenville, Tex.—Granted cense changes in trans.

WNAM Neenah, Wis.—Granted cense install new trans.

KDSH Boise, Ida.—Granted lice increase power etc.

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KTBC-FM Texas Bcstg. Corp., Aus- n, Tex.—Granted request to cancel P for new FM station.

WVOP The Portsmouth Star Pub. rp., Portsmouth, Va.—Same.

WHSF Madison, Wis.—Granted mod. P to change frequency, to 91.9 mc Channel 220) in noncommercial edu- tional FM station.

W5XLD W. Albert Lee, Area Hous- n, Tex.—Granted CP new exp. TV ay.

KCQL James B. Littlejohn, Area den, Utah—Granted CP new remote ckup.

WMMF Cumberland Bcstg. Co., Cum- rland, Md.—Granted CP new STL.

WEJA NBC, Area New York—Grant- d CP change location of remote pick- p station to portable-mobile, area ew York.

KOVE Lander, Wyo.—Granted mod. P to change studio location.

KVNE Oxnard, Calif.—Granted mod. P to change type trans. for approval f ant. and trans. location, and change udio location.

WVMC Mt. Carmel, Ill.—Granted d. CP to change type trans.

WKRZ WKRZ-FM Oil City, Pa.—ranted voluntary assignment of AM. M and relay stations from Kenneth dward Rennekamp to WKRZ Inc.

KGAN Kingman, Ariz. — Granted od. CP for approval of ant., trans. d studio locations.

KTRF Thief River Falls, Minn.—ranted CP install new trans.

WACB Kittanning, Pa. — Granted od. CP to make changes in vertical t and ground system.

WFPG Atlantic City, N. J.—Granted P move aux. trans. to present location f main trans.

Following were granted extension of mpletion dates for period indicated: YOS Merced, Calif., to 6-7-49; KTSA n Antonio, Tex., to 1-1-49; WGBS ami, Fla., to 12-20-48; WHDH Bos- n to 1-14-49; WRXW Louisville to -1-49; WKRV Ravenna, Ohio, to 2-25- : WVKO Columbus, Ohio, to 12-1-48; TPS-FM New Orleans to 3-3-49; LWF Columbus, Ohio, to 2-19-49; RR-FM Dallas to 2-20-49; KROS-FM linton, Iowa, to 12-1-48; WWOL-FM uffalo to 2-1-49; WRCM New Orleans 5-27-49; WMIL Milwaukee to 3-1- : WLOK-FM Lima, Ohio, to 5-18-49; KWKH-FM Shreveport to 1-15-49; RJN-FM Racine, Wis., to 1-21-49; HDH-FM Boston to 5-14-49; WISN- M Milwaukee to 2-22-49; WWVA-FM heeling to 5-21-49; WBCA Schenec- dy to 1-20-49; KVME Merced, Calif., 4-17-49; KBON-FM Omaha to 12-6- : WEIM-FM Fitchburg, Mass., to -23-49; KFEQ-FM St. Joseph, Mo., to -25-49; WTOA Trenton to 12-10-48; KMFM Monroe, La., to 1-1-49; WCAR- M Pontiac, Mich., to 2-25-49; WGTR axton, Mass., to 12-15-48; WKPB noxville to 5-26-49; KMUS-FM Mus- ogee to 2-1-49.

W9XKY The Journal Co., Milwaukee -Granted license for new exp. TV tation.

Following were granted licenses for ew exp. TV relays: ABC San Fran- isco (W6XFI); ABC Chicago (W9XMI); he Evening Star Bcstg. Co., Washing- on (W3XBW); Stromberg-Carlson Co., ochester (W2XKB and W2XIJ); outhland Industries Inc., San Antonio W5XQR); NBC Cleveland (W8XHC) nd Washington (W3XEO).

WVFC Ithaca, N. Y.—Granted CP e aux. trans.

WMLL Evansville, Ind. — Granted od. CP change type trans.

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Following were granted CPs for exp. TV relays: NBC Washington (W3XEO), area Cleveland (W8XHC); Stromberg-Carlson Co. (W2XKB) area Rochester, (W2XIJ) Rochester.

Following were granted mod. CPs to extend completion dates as shown: Silver Gate Bcstg. Co., San Diego, to 4-29-49; WTMJ-TV Milwaukee to 2-23-49; WEWS Cleveland to 3-20-49.

WKIN Kittanning, Pa. — Granted mod. CP for approval of ant. and trans. location, and to specify studio location.

KIHO Sioux Falls, S. D.—Granted license new station 1270 kc 1 kw unl. DA-1 and specify studio location.

WCUM Cumberland, Md.—Same 1490 kc 250 w unl.

WLEA Hornell, N. Y.—Same 1320 kc 1 kw. D.

KSCB Liberal, Kan.—Same 1270 kc 1 kw D.

WTAN Clearwater, Fla.—Granted license new station 1340 kc 250 w unl.

KSWA Graham, Tex.—Same 1330 kc 500 w D.

KTLW Texas City, Tex.—Same 920 kc 1 kw D.

WTND Orangeburg, S. C.—Same 1270 kc 1 kw D.

WTAL Tallahassee, Fla. — Granted license change frequency, increase power, etc.

KELO Sioux Falls, S. D.—Same.

KVSF Sante Fe, N. M.—Granted license for aux. trans.

WKMI Dearborn, Mich.—Granted license change frequency etc.

KMO Tacoma, Wash.—Granted license install. new trans.

KPOJ Portland, Ore.—Granted license change trans. location, etc.

KCRI Cedar Rapids, Iowa—Granted mod. CP to change type trans. for approval of ant. and trans. location.

KLZ Denver—Granted CP install aux. trans. 560 kc 100 w DA.

KLMS Lincoln, Neb.—Granted mod. CP to make changes in DA, change trans. and studio locations.

WIBB Macon, Ga.—Granted mod. CP to change type trans. and change studio location.

WIRB Enterprise, Ala.—Granted CP install new trans.

KRKN-FM Ft. Smith, Ark.—Deleted CP for FM station for failure to complete construction within time specified.

Following were authorized extension of completion dates as shown: KEIO Pocatello, Ida., to 12-31-48; WVNJ Newark, N. J., to 11-15-48; KWRO Coquille, Ore., to 1-1-49; KLMS Lincoln, Neb., to 2-1-49; KLO Ogden, Utah, to 12-1-48; KSKY Dallas to 5-22-49.

FCC Correction

WAAF-FM Chicago—In report dated Nov. 4, item relating to WAAF-FM is corrected to read: To change frequency from 103.5 mc (Channel 278) to 93.9 mc (Channel 230).

November 9 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WGNS Murfreesboro, Tenn.—Assignment of license from Cecil N. Elrod, Cecil N. Elrod Jr. and S. D. Wotten Jr. d/b as Murfreesboro Bcstg. Service to WGNS Inc.

License for CP

WERE-FM Cleveland—License to cover CP new FM station.

WPJB Providence, R. I.—Same.

WFHR-FM Wisconsin Rapids, Wis.—Same.

KYW-FM Philadelphia—License to cover CP changes in FM station.

License Renewal

KPFM Portland, Ore.—License renewal FM station.

Modification of CP

WITE Bridgeport, Conn.—Mod. CP new FM station for extension of completion date.

WBOW-FM Terre Haute, Ind.—Same.

WBRL Baton Rouge, La.—Same.

WSPA-FM Spartanburg, S. C.—Same.

KIXL-FM Dallas, Tex.—Same.

KGO-TV San Francisco—Mod. CP new commercial TV station to change ERP from vis. 29.1 kw aur. 14.6 kw to vis. 26.8 kw aur. 13.4 kw.

KPIX San Francisco—Mod CP new commercial TV station for extension of completion date.

WGN-TV Chicago—Same.

WTTV Bloomington, Ind.—Same.

WBAP-TV Fort Worth, Tex.—Same.

WUOA Tuscaloosa, Ala.—Mod. CP new noncommercial educational FM station for extension of completion date.

WNYE Brooklyn, N. Y.—License to cover CP new noncommercial educational FM station.

(Continued on page 106)

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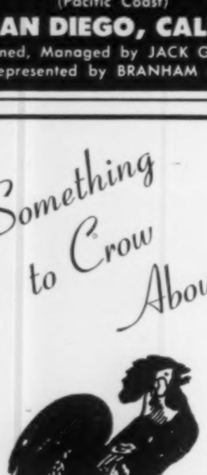
Represented by BRANHAM CO.

Something to Crow About



Successive B.B.M. Reports give CFCY the largest weekly circulation of any commercial station east of Montreal

Ask: Weed & Co.
All-Canada Radio Facilities

CFCY
CHARLOTTETOWN, P.E.I.

Promotion

TO PROMOTE benefits of FM over AM to the national advertisers and timebuyers, WCSI (FM) Columbus, Ind., has installed a Hallicrafter radio, several speakers, in the offices of its national representative, McGeehan & O'Mara, Chicago. When timebuyer is present in representative's offices he can listen to WCSI and other FM stations. Tuner is pre-set to WCSI so that advertisers can always hear station.

Not Monkey Business

FOLDER in red and yellow with a circus motif is being distributed by KSTP Minneapolis-St. Paul to promote its *Riddle Griddle* Saturday morning children's show. Cover states: "This is no Monkey Business—It's Good Business for You!" Object is to tell how the show is selling Red Wagon Popcorn in the twin-cities area. Inside of four page folder are pictures of studio audience and Jimmy Valentine, show's m.c., with such slogans as "He Makes 'em Happy . . . ." "Others Can't Squeeze in," and a picture of the Red Wagon circus wagon.

'Cafe Little Bohemia'

POLKAS, schottische appetizers and mazurka entrees are featured on WNAX Yankton, S. D., *Cafe Little Bohemia* program. Musical fare with an "old-world" atmosphere is the "dish" of the week each Saturday from 1-2 p.m. "Reservations" requested by listeners prompted WNAX to distribute a "menu" and program schedule for its audience. Listeners are reminded to: "Check your cares at the counter," that "All item free: Substitutions at no additional cost," and that "The management reserves the right to enjoy this hour as much as the customers!"

Where the Mail is From

COVERAGE map sent to advertising agencies and advertisers by WPEN Philadelphia, show where listener mail comes from. Critical area of map is done in four colors and areas are charted on basis of weekly mail returns. Central area represents listener mail on every postal delivery. Map is printed as a file folder, and on cover is legend: "Proof of Listener Response" and "A New Concept of Audience Attention and Patronage." On back cover is listed WPEN advertising, promotion and merchandising programs.

'Here's Howard'

NEW Howard Jones disc show called *Here's Howard*, over WFIL Philadelphia weekdays from 4 to 4:55 p.m. is being boosted with a replica of a black, 12-inch cardboard record. Promotion piece is being mailed to more than 1,000 agencies and advertisers. Record carries a red "Here's Howard" label and copy on disc follows a circular course, starting with "Here's a red-hot, news release. . . ." On the flip-over, prices of participations on the show are given.

'By Any Yardstick'

FEATURING six-inch yellow ruler, KTSM El Paso, Tex., lists four reasons why "By any yardstick . . . KTSM is your best buy!" Reasons listed on promotion sheet are: "*Listeners*. KTSM has 'em . . ."; "*Programs* . . ."; "*Network Affiliation* . . . ," and "*Local Services*. . . ."

Radio Newspaper

KGVO Missoula, Mont., is distributing new *KGVO Dial Times*. Station newspaper-program schedule combination is dressed up with photos of local and network personalities and stories of KGVO and CBS shows. Masthead proclaims that four-page sheet will be distributed monthly to local sponsors by station account executives and that the first two issues are free to all listeners who call for a copy at studios or send a self-addressed, stamped envelope.

Greener Pastures

ANNUAL Greener Pastures Contest of KVOO Tulsa, Okla., has received more than two million "pasture" entries, according to station. Pastures entered in contest include four-state area of Oklahoma, Kansas, Missouri and Arkansas. Object of contest is soil conservation. Five winners and their five county agents will be KVOO's guests at Chicago and International Livestock Exposition. Because of interest contest has aroused, KVOO is also sponsoring a Cavalcade of Greener Pastures to enable farmers and soil conservationists to visit the "Greener Pastures."

CKCO Ottawa is distributing to adve
tisers and agencies mottoes to be hu
on telephone or walls, with vario
descriptions of advertising. First o
distributed stated: "Doing busine
without advertising is like winking
a girl in the dark. You know what y
are doing, but nobody else does."

Personnel

JOHN F. HARDESTY, sales promotio
and publicity director at WOL Wash
ington, resigns
of Dec. 1, to be
come director
special events, pub
licity, and sal
promotion fo
WOIC (TV) Wash
ington. Mr. Hard
esty has been wi
WOL since 1946.

Mr. Hardesty

WIN JOLLY, WGN
Chicago public re
lations staff, and
Bobbie Barret
were married Oc
tober 29.

JACK SWENSON, supervisor of th
WDAY Fargo, N. D., newsroom,
also handling station publicity.

LOU FRANKEL has been appointe
director of promotion and public re
lations for the
Rural Radio Net
work, Ithaca, N. Y.
He was formerly
with WHCU, Cor
nell U. station in
Ithaca.

Mr. Frankel

JEAN ROEMPKE
has joined public
ity department
WWL New Orleans

DON V. SHOWMAKER, directo
of advertising and
promotion a
KFAB Omaha,
the father of a boy
Fredric Victor.

MAIL TO 'VOICE' INCREASING

Most of Response From Germany, France, Italy and Latin America

A SUBSTANTIAL jump in mail response from European and Latin American listeners to "Voice of America" was reported last week. During October the State Dept's International Broadcasting Division received a total of 5,000 mail pieces during the month as compared to 480 for September.

IBD has encouraged listeners to write the "Voice" or pertinent American offices overseas, such as U. S. Information Service, giving their impressions and preferences on the programs, and to request a "Voice" program schedule.

The Division's mailing service had been discontinued in December 1947, chiefly for lack of adequate personnel in IBD's listener relations section, with the result that mail pull had "fallen steadily," IBD said. The section is being revitalized, however, to cope with listener requests.

Most of the requests have come from such countries as France, Italy and particularly Germany, as well as the Latin American group, officials revealed. Mail from the U.S.S.R. and its satellite countries has been of "negligible quality," which is "understandable," IBD said, because of mail restrictions and other inconveniences behind the Iron Curtain.

The Division simultaneously disclosed its revised data on estimates of receiver sets, potential audience and total population for European, Latin American and Asiatic countries would be available within a fortnight or so. Last week it submitted requests to American em
bassies abroad for pertinent info
mation which will complement ma
terial already at its disposal. Las
official estimate was for 1947.

"Voice" officials last week als
took occasion to announce that i
election broadcasts abroad wer
"very satisfactory" and that recep
tion generally was good.

The special broadcasts also wer
received eagerly in Paris by hig
diplomatic figures, officials said
quoting Secretary of State Mar
shall.

the Tuned-in station throughout the fabulous Panhandle..

KGNC
710 KC. AMARILLO, TEXAS 10,000 WATT
REPRESENTED BY TAYLOR-BORROFF and Co., Inc.
MEMBER OF THE LONE STAR CHAIN

REGIONALS

Promote Your Medium, Canadians Are Told

USE RADIO to promote radio. That was the predominant theme discussed at British Columbia, Alberta and Ontario regional meetings of Canadian broadcasters held during the latter part of October.

Bill Rae, owner of CKNW New Westminster, pointed out that more use should be made of radio itself as a method of promoting more radio advertising. While Canadian stations are making considerable use of visual promotion of their stations and programs, he felt that stations were not using their own medium sufficiently to promote radio.

Sam Ross, special events director of CKWX Vancouver, discussed establishment of news bureaus at the British Columbia meeting. As past general manager of Press News Ltd., Toronto, he dealt with the topic from a variety of angles.

Reg Beattie, owner of CKOK Penticton, advocated more training of radio's salesmen. M. O. O'Brien of O'Brien Adv., Vancouver, pointed out that advertising agencies need more information from stations to sell the radio medium, and stated that a clearer definition was needed of national and local rates.

Howard Greene, member of Parliament, gave views of his colleagues on operation of the Canadian Assn. of Broadcasters' Radio Bureau at Ottawa, stating that it was a greatly appreciated service, and is doing a major job for private radio in building prestige for the stations in political circles.

George Chandler, owner of CJOR Vancouver, discussed television developments in the United States and the situation in Canada from a technical standpoint.

Universities of western Canada reported to the Vancouver meeting plans to stage a drama festival on radio. Stations pledged cooperation.

Need Success Stories

At the Edmonton meeting four advertising agency men told the Alberta broadcasters that more success stories of radio's advertising value were needed to help sell radio to new clients. They also stated that simplification was needed in the classification of rates according to times of day.

As a result the Alberta group is asking the CAB rate structure committee to investigate the time and classification system with a view to relating it to sets in use figures.

Both the Vancouver and Edmonton meetings endorsed the CAB's reorganization plan [BROADCASTING, Oct. 11].

Toronto Meeting

A two-day regional meeting was held at Toronto Oct. 30-31.

Ontario broadcasters are recommending that the Canadian Assn. of Broadcasters meet with the Cannadian Assn. of Advertising Agencies to improve contacts with stations and station representatives.

It was also suggested that CAB check with news services for better coverage of local news events, and that CAB check variations in prices of tape recorders.

About 80 radio station representatives, station personnel and advertising agency men and women attended the session. The meeting unanimously endorsed the CAB reorganization plan outlined by Jim Allard, CAB general manager, and Ralph Snelgrove, CFOS Owen Sound, and CAB director, who was also chairman of the two day meet.

Joseph Sedgwick, CAB counsel, outlined negotiations now under way with Dept. of Transport for increasing station license fees from present $76,000 a year for all independent Canadian stations, to approximately $108,000 a year, based on gross income from time sales. Original plans of Dept. of Transport were understood to be to raise $400,000 from stations on gross revenue. New scale is now being worked out, and will be applicable to 1948 fiscal year.

Ontario Hydro Electric Power Commissioner Bob Saunders explained problems of electric power shortages in Ontario and told broadcasters they would receive paid talks on the shortage replacing free talks, since paid newspaper advertising was being used. A committee to study effect of power shortages on radio was formed.

Saturday afternoon session was devoted to sales and programming. Maurice Rosenfeld, radio director of MacLaren Adv., Toronto, told the broadcasters that they failed to tell advertisers how good they were, urged them to use their own medium more for promotion, and told them they should point attention at station breaks to their top programs, thus telling listeners by radio what to tune in, rather than using white space to do this.

He also told stations to get more information about their communities to agency radio directors, who never have enough facts on hand to combat the combined barrage from other media at account conferences.

Promotion as an investment was discussed by Don McKim of All-Canada Radio Facilities, Toronto.

Sunday morning meetings were divided into programming and sales, with Lyman Potts, CKOC Hamilton, as chairman of program meet, and Lloyd Westmoreland of CKOC as chairman of sales meet. As a result of these meetings the afternoon meeting dealt with resolutions which included a standardization of record labelling, standardization of recording practices in Canada and U. S., 10% bonus volume discount to advertisers using radio 6 days weekly 52 weeks a year, and redefining at next CAB annual meeting of national and local rate classifications.

ORPHANAGE DRIVE

Methodist Home, Waco, Tex., Using Radio

THE METHODIST Home, Waco, one of the largest orphanages in Texas, is turning to radio to help induce Santa Claus to put $500,000 in the institutional stocking this Christmas.

The home has bought time on 16 stations of the Lone Star Chain and seven stations of the Southwest Network, plus three supplementary stations in New Mexico, for a 9-week series Sunday afternoons, 4-4:30 p.m. Programs, called *These Are Your Children*, dramatize the work of the home, and avoid plea for money.

WBAP Fort Worth is originating station. Crook Advertising, Dallas, is the agency

Philco TV Training

OVER 5,000 television service men have completed training courses in television installation, maintenance and repair, conducted by Philco Corp. and 43 of its distributors. Distributors in 43 principal television cities have provided courses of from 40 to 80 hours.

KGW and KGW-FM
PORTLAND, OREGON
COMPLETE SCHEDULE
SIMULTANEOUS SERVICE
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.
NBC
AFFILIATE

A PAYING PROPOSITION
KLZ
DENVER
Ask the Katz Agency
CBS
560 kc.

FEATURE FOR FALL!

Here's a Feature For Fall that can do a real job for you!

The Texas Rangers, stars of stage, screen, and radio, are America's largest and finest group, playing and singing Western tunes. The Texas Rangers have just released a new Bibletone "Cowboy Hymn" album —first of its kind.

The Texas Rangers music is transcribed vertically for high fidelity—America's *only* vertical cut transcriptions of western music.

You'll find them ideal for either FM or AM. They are priced right for your market and your station:

Wire, Write or Phone for Complete Details

THE Texas Rangers
AN
ARTHUR B. CHURCH PRODUCTION
KANSAS CITY 6, MO.

FCC Actions

(Continued from page 103)

Applications Cont.:

TENDERED FOR FILING

Transfer of Control

WJOC Jamestown, N. Y.—Acquisition of control by Harry E. Layman through purchase of stock owned by Robert L. Blalock.

Assignment of License

WTYC Rock Hill, S. C.—Assignment of license from W. G. Reid and O. Frank Thornton d/b as Tri-County Bcstg. Co. to Tri-County Bcstg. Co.

November 10 Decisions . . .

BY COMMISSION EN BANC

License Renewal

WCEC-FM Rocky Mount, N. C.—Granted renewal of license for period ending Dec. 1, 1948.

WSYR-FM Syracuse, N. Y.—Granted renewal of license for period ending March 1, 1949.

WKNP Corning, N. Y.—Granted renewal of license for period ending Dec. 1, 1950.

KTFI-FM Twin Falls, Idaho—Granted renewal of license for period ending March 1, 1951.

WFOB Fostoria, Ohio—Granted renewal of license for period ending Sept. 1, 1950.

WHPE-FM High Point, N. C.—Granted renewal of license for period ending March 1, 1950.

WCTS Cincinnati, Ohio—Granted renewal of license for period ending Dec. 1, 1948.

KCRW Santa Monica, Calif.—Granted renewal of license for period ending June 1, 1950.

WBGO Newark, N. J.—Granted renewal of license for period ending Sept. 1, 1949.

Petition Granted

WPAB Ponce, P. R.—Granted petition requesting change in place of hearing on renewal application of station WPAB from Washington to Ponce, P. R., and Commission ordered that hearing now scheduled Nov. 17 be continued to Jan. 10, 1949.

Simple TV Remote

WBKB (TV) Chicago claimed the simplest remote in video history last week when the new State St. bridge across the Chicago River was lowered for the first time. From the 12th floor at 120 N. State St. (WBKB headquarters), a block from the bridge, Rae Stewart trained a camera equipped with Zoomar lens on the descending bridge. John Dunham, of the WBKB staff, gave an on-the-spot running account of the lowering of the bridge.

November 10 Applications . . .

ACCEPTED FOR FILING

License for CP

WJPS Evansville, Ind.—License to cover CP new AM station.

KVAK Atchison, Kan.—License to cover CP change frequency etc.

Modification of CP

KLER Rochester, Minn.—Mod. CP new AM station for extension of completion date.

License for CP

WEAW Evanston, Ill.—License to cover CP changes in FM station.

Modification of CP

KSRO-FM Santa Rosa, Calif.—Mod. CP new FM station for extension of completion date.

WJNO-FM West Palm Beach, Fla.—Same.

WKBZ-FM Muskegon, Mich.—Same.

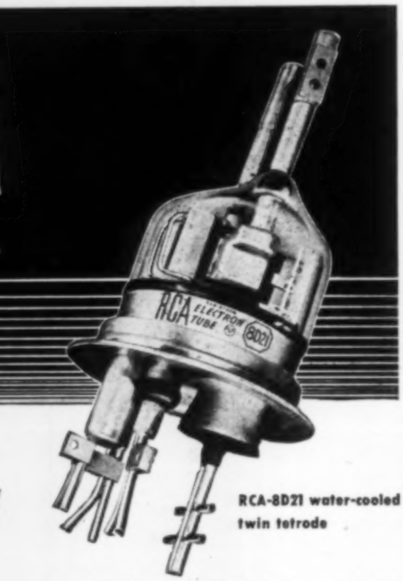
WMFD-FM Wilmington, N. C.—Same.

KGW-FM Portland, Ore.—Same.

KPRA Portland, Ore.—Same.

WLYC Williamsport, Pa.—Same.

(Continued on page 113)



RCA
TUBES . . .

the standard of comparison in TV

RCA-8D21 water-cooled twin tetrode

- The RCA-8D21 is a typical example of RCA pioneering in television power tube development. This twin tetrode combines advanced design principles of electron optics, internal pre-neutralization, screening, and water cooling to give you remarkable power gain and linear response in vhf wide-band power amplifiers. A single tube delivers 5 kw up to 300 Mc.

RCA has a complete line of power tubes for television and other services. For your convenience, these tubes are now available directly from RCA or from your local RCA Tube Distributor. For information on any RCA type, write: RCA, Commercial Engineering, Section KP36-2, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

METAL TV TUBES

DuMont, RCA Making In Small Quantity

(See Radiorama, page 38)

THE LONG-AWAITED 16-inch metal cathode ray tubes for TV receiver were first introduced by Allen B. DuMont Labs. at a special showing fo dealers and the press, held Nov. 5 in New York.

Tubes were shown alone and also in use in four new DuMont receive models which were previewed at that time [BROADCASTING, Nov. 8].

RCA, which last spring first made it known that the metal tube was in the offing, has produced a few such tubes in its Lancaster tube plant and distributed them to set manufacturer licensees for use in designing their 1949 models.

However, RCA does not expect to produce metal tubes for sets sold to the public until "early next year." These metal tubes will be manufactured in an addition to the Lancaster plant now nearing completion.

In unveiling his 16-inch metal tubes, Dr. Allen B. DuMont, president of the company, credited their development to Stanley Koch, engineer in charge of tube development; Robert E. Rutherford, research engineer, and Gerald Wright, glass technician, who have all been working on the problem for a number of years.

Same Performance as Glass

The tubes give the same performance as their glass counterparts, with the same electrical characteristics and same overall length but only one-third the weight, it was explained.

They are being produced as a supplement to the cathode ray tubes made from glass blanks, which will continue as the main source of supply, although the small quantities of metal tubes now being produced will be expanded, Irving G. Rosenberg, general manager of the DuMont tube division, reported.

Prices of the 16-inch metal tubes will be about the same as those of the 15-inch all-glass ones, a DuMont spokesman said. He added that if any appreciable difference in cost of manufacture should develop when the metal tubes get into quantity production, it is probable that the price of glass tubes would be reduced to meet that of the new competitor.

No price was quoted for the DuMont metal tubes for sale to the general public nor would RCA give any indication as to how its line will be priced. It is understood that earlier reports that the 16-inch metal tube would be sold for the same price as a ten-inch all-glass tube have been revised upwards. Like DuMont, RCA, it is believed, will price its metal tubes at about the same price as all-glass tubes of comparable size.

The new DuMont tube cones are made of chrome steel alloy, specially fabricated for glass sealing and spun into the proper cone shape by fabricators with automatic equipment. Received at the DuMont plant, these cones are fitted with the glass for the face and neck in a way that creates an integral bond between glass and metal. Th tubes are then annealed and tempered for strength, with regula manufacturing practices followe once the blanks have been produced.

Vernon Says TV Freeze Is Good for Industry

ASSURANCES that FCC's television freeze is good for the industry were voiced last Monday before Chicago Advertising Men's Post, American Legion, by Gerald G. Vernon, TV sales coordinator of ABC's Central Division.

Mr. Vernon pointed out that the freeze on applications was necessary to perfect television's technical standards and remove much indecision about the permanence of present TV channels. He noted that TV sports and film constituted more than 80% of video programming last June, but only about 40% today. Dramatic, variety, and audience participation shows now take up most of the TV day, he said. He predicted that tickers and other newsroom devices eventually will be "in the picture."

New Radio Tower Built Of Reinforced Concrete

A 236-foot radio tower, built entirely of reinforced concrete, has reportedly been erected in Sweden. The tallest tower of this type in Europe, it was built for technical research in the shortwave field at the factories of the Ericsson Telephone Co.

An elevator reportedly runs to the top of the tower which measures 16 by 19 feet on the sides. A new Swedish construction system, "glide moulds," made it possible to erect the tower in only three weeks, the report states.

LIBEL and SLANDER

Invasion of Privacy
Violation of Copyright
Plagiarism

These daily hazards can be INSURED.

We pioneered this field and Now serve Newspapers and Broadcasters nationwide. Our EXCESS - POLICY is adequate, effective and inexpensive. Write for details and quotations.

EMPLOYERS
REINSURANCE
CORPORATION

INSURANCE EXCHANGE BLDG.
KANSAS CITY, MISSOURI

DAYTIME TV

WABD 'Enthusiastic'

"WE AT DuMONT are even more enthusiastic about daytime television now than we were when we launched our all-day schedule on Nov. 1," Leonard Hole, manager of WABD (TV) New York, told BROADCASTING last week.

DuMont's TV key station began its daytime operations—7 a.m.-6 p.m.—with enough business already on the books to more than cover the out-of-pocket expenses involved in the addition of 11 daytime hours to the WABD evening telecasts, Monday through Firday.

Following the first week's daytime telecasts, Teldisco Inc., East Orange, N. J. (DuMont TV set distributor), the heaviest advance daytime advertiser, increased its time from 25 to 40 quarter-hours a week. Teldisco sponsorship at first included ten 15-minute periods of Stan Shaw's programs of recorded music and guests; five quarter-hours of *Friendship Circle;* five quarter-hours of Ted Steele's piano music and five quarter-hours of the Vincent Lopez program.

Doubles Sponsorship

The firm has doubled its sponsorship of Stan Shaw, giving it an hour a day of this program, and of *Friendship Circle*, which now presents a daily half-hour under the Teldisco banner.

Distributor of DuMont TV sets in Northern New Jersey, Teldisco advertises primarily for direct sales. Its increased use of the WABD daytime programs indicates to the station's management that these programs are doing a real job in reaching—and selling—the daytime audience. Green-Brodie, New York, is the Teldisco agency.

Another key advertiser in the daytime schedule is Sterling Drug Inc., New York, which will sponsor *Okay Mother* across the board, 1-1:30 p.m. Program will start as soon as final decisions are made regarding the Sterling products to be advertised on the telecasts.

This experimental use of daytime TV by a sponsor and agency, Dancer - Fitzgerald - Sample, New York—which has made sales history with its use of daytime sound broadcasting—is another encouraging sign for DuMont that its pioneering in daytime telecasting is well conceived.

'Needle' and Newscasts

Other WABD daytime program sponsors include: Andrea Radio Corp., Long Island City, N.Y., with five ten-minute newscasts, placed through Royal & de Guzman, New York; and Martin Fabrics Corp., New York (velvet cloth), using a weekly quarter-hour of *The Needle Shop*, via Alley & Richards, New York.

Users of daytime announcements, participations and station breaks include: Allied Food Industries, Perth Amboy, N. J. (Holiday macaroon mix), placed by Byrne, Harrington & Roberts, New York; Atlantic Products, Trenton, N. J. (luggage), through Contempo Adv. Agency, New York; L & P Brown, New York (aprons), placed direct; Bruner-Ritter, New York (Bretton bracelets), through B. D. Iola, New York; C-Mail Co., New York (mail order forms), direct; Davidson Bros. Co., New York (slips), through Briggs & Varley, New York; Gotham Distributors, New York (household wax), direct; MacLevy Slenderizing Salons, New York, through Wilbur Sheffield Co., New York; Philip Morris & Co., New York (cigarettes), through Biow Co., New York; Lou Schneider Inc., New York (dresses), direct; Tills Fruit Cake Co., Baltimore, through Layne, Leene & Greene, New York.

To get advertisers to help WABD pioneer in daytime telecasting, the station is offering some special inducements, good only for the first 13 weeks of daytime operation, which began Nov. 1.

Program sponsors pay for time only, their program charges being absorbed by the station for this trial period. Announcement sponsors, with no program charge in any event, receive a 25% reduction in the announcement rates.

WABD has also originated a special daytime "demonstration announcement" of 20-second duration, which it offers for the same experimental 13-week period at $25 each.

Continuing Problem

WABD got off to a good financial start with enough daytime business to offset the added expenses. The continuing problem now is to produce the kinds of programs that will deliver the kinds of audiences that will get the original advertisers to renew their contracts at the full rate for time and talent when the trial period is over.

While ratings on the WABD daytime audiences are not yet available, the mail and phone response to the first week's programs was described by station spokesmen as more than satisfactory.

There were four leading mail pullers during the first week. Dennis James received 171 applications for membership in his new Mothers Club. *Your TV Shopper* got 123 letters taking up an offer to tell viewers where to buy and for how much the articles demonstrated on the program. *The Needle Shop* drew 110 requests for a booklet on velvets and how to use them in dress-making and 110 quarters to pay for the booklet. *Your School Reporter* received 83 letters, chiefly news stories from students who had been named correspondents from their schools for this early morning school news program.

Response to Hanna

Significant chiefly as an indication that daytime video commercials may be less formal than those of radio or of evening TV was the response farther down in the mail count. Phil Hanna in the midst of his song program pulled out his necktie and asked: "Like this tie? Why not get one like it for your husband?" Fifteen viewers wrote Phil to ask where the ties could be purchased. DuMont's sales force thinks his program might be a good buy for a haberdasher.

Most critical acclaim has been awarded to Pat Meikle, *Television Baby Sitter*. His half-hour of drawings and stories aimed at the pre-school child made an immediate impression on the radio editors as something fresh in video entertainment.

Probably more important than the columnar applause, however, is such housewife reaction as that of the mother who called at the end of the program's first broadcast to exclaim: "It worked! I left Junior alone in front of the set and he sat there like a lamb for the entire time."

New Series

To stimulate more daytime viewing, WABD last Monday started the first of a series of contests, offering diamond rings for the three best letters of 25 words or less completing the sentence: "I like daytime television because. . . ."

Grand prize winner gets a solitaire valued at $1,000; second prize is a $500 engagement and wedding ring set, third prize a $300 set. Following a teaser campaign broadcast twice nightly for 11 evenings, the details of the contest are being broadcast on two daytime programs each day. Contest announcements are broadcast eight times a day.

RESULTS?

THAT'S US

CHNS

HALIFAX NOVA SCOTIA

Maritimes Busiest Station

5000 WATTS — NOW!

Interested? Ask

JOS. WEED & CO.

350 Madison Ave., New York

Washing the breakfast dishes is a daily routine with just about all Greater Cleveland housewives. At least we like to think it is.

And listening to Jane Stevens' WOMAN'S PAGE on WJW, Cleveland's Chief Station, is a daily routine with many of these same wives and mothers. They like the personable warmth that Jane Stevens adds to a long established program.

Cash in on this combo! Have Jane Stevens carry your commercials directly to the women who do most of the buying in the great Cleveland market.

Ask Headley-Reed!

BILL O'NEIL, *President*

WJW

BASIC
ABC Network

CLEVELAND

850 KC
5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

FIRST... WHERE THERE'S MOST!

WJDX
NBC AFFILIATE
IN Jackson
MISSISSIPPI

Over the ten year period from 1938 through 1947 Jackson—capital city of Mississippi—has gained over 400% in bank deposits, food sales, furniture sales, automotive sales and building permits. With rates at 1938 levels WJDX is practically a 400% better buy today.

5000 - DAY
1000 - NIGHT

19 YEARS' LEADERSHIP

Represented Nationally
by the
George P. Hollingbery Co.

A 1 1/2 BILLION DOLLAR MARKET
spread over two states

Take our BMB Audience Coverage Map, match it with the latest Sales Management "buying power" figures, and you'll see that KWFT reaches a billion and a half dollar market that spreads over two great states. A letter to us or our "reps" will bring you all the facts, as well as current availabilities. Write today.

KWFT

THE
TEXAS-OKLAHOMA STATION
Wichita Falls-5,000 Watts-620 KC-CBS
Represented by Paul H. Raymer Co., and KWFT, 801 Tower Petroleum Bldg., Dallas

RECIPE CONTEST
Cook Books, Wrist Watches Go to WLAW Winners

NEW ENGLAND housewives, noted for jealously guarding their own recipes and those of their mothers and grandmothers, have had a change of heart, WLAW Lawrence, Mass., reports.

It started last July when Polly Huse, commentator on WLAW's *Shopping With Polly*, Mon.-Sat., 8:35 a.m., decided to select New England's 52 outstanding cooks, one to be chosen each week.

In making her weekly best recipe selections Miss Huse has been assisted by newspaper women's page and society editors. Each winning recipe will be included in *Polly's WLAW Cook Book*, to be published at conclusion of the contest. All women who enter the contest receive a copy of the cook book.

Each winning entry also is awarded a Waltham wrist watch. WLAW reports that entries have come from all of the New England states and from other states as far distant as California.

Miss Huse and Hugh Babb, who assists on her program.

Stations Send Personnel To BMI's Second Seminar

SIXTEEN station librarians or program department executives from 14 stations attended the second BMI model library course given at BMI headquarters in New York, Nov. 8-9. The two-day seminar followed the same procedure as had the first of these weekly series held Nov. 1-2. [BROADCASTING, Nov. 8.]

Attending the second course were: Mary Louise Brady, Rita G. Leopold, WEBR Buffalo; Priscilla Blackstone, Lona Paschett, WMGM New York; Louis Goldberg, WCOP Boston; Joseph Imbrogulio, WFBR Baltimore; John C. Gilbert, KMBC-KFRM Kansas City; Mr. and Mrs. Douglas Grant, WMT Cedar Rapids; Leona M. Manis, WJOB Hammond, Ind.; Paul Brown, WAZL Hazleton, Pa.; Wayne Henry Latham, WSPR Springfield, Mass.; Miss T. A. Perkins, WNOC Norwich, Conn.; Robert E. Pease, WLCR Torrington, Conn.; Bertha Porter, WDRC Hartford; Mrs. Leslie Robinson, WICC Bridgeport; Larry Kenfield, WTIC Hartford.

Production

STANTON MILLER OSGOOD, former assistant to RKO-Pathe commercial producton manager, named manager of film procurement division, CBS-TV program department, New York.

TONY LA FRANO, chief production supervisor of Don Lee Network, is the father of a girl, Susan Diane.

BURRITT WHEELER has started daily half-hour participation program on KFI Los Angeles. For past five years, Mr. Wheeler had been head of KNX Hollywood *Housewives Protective League* and *Sunset Salute* participation programs.

JAMES MATTHEWS, CBS Hollywood announcer, and Sue Metour were married Nov. 2.

DAVID STARLING, KFI Los Angeles announcer, has been appointed station announcer-producer.

LES BARRY, KFI Los Angeles writer-producer, has been transferred to announcing staff.

JOHN WHEELDON and **ORRIN C. COLMAN** have joined KFI-TV Los Angeles as scenic artist and engineer, respectively. Mr. Wheeldon was formerly a freelance artist; Mr. Colman, engineer-announcer with KPRO Riverside, Calif., and KPOR Butte, Mont.

DON MASON, formerly of CJKL Kirkland Lake, and CKPC Brantford, has joined announcing staff of CKEY Toronto.

BILL BELLMAN, announcer at CBO Ottawa, has been transferred to the announcing staff of CBR Vancouver.

BILL CONNER has been appointed program director of WEBC Duluth, Minn.

WCCO Minneapolis, received the Page One Award from the Twin City Newspaper Guild for meritorious public service in the radio field. Award was based on program *As the Twig Is Bent*, written by **RALPH BACKLUND** and **RALPH ANDRIST** of WCCO.

HAYWIRE MAC, composer of Ame can folk songs, is making a series guest appearances on *The Mered Willson Show*, Wednesday nights ABC. The two were together in ea days of radio, on *Blue Monday Jo boree*, broadcast from KFRC San Fr cisco.

HARRY T. RIDGLEY has joined WC Philadelphia as writer-producer. formerly was with WBBM Chicago WTAM Cleveland. He succeeds **NE LEY MONET** who joined editorial st of *Philadelphia Bulletin*.

ROBERT FORWARD, assistant progr director of Don Lee, Los Angeles, resigned, effective today (Nov. 15). has announced no future plans.

BORDEN E. SMITH and **BOB ASM** have joined announcing staff of WG Geneva, N. Y. Both were forme with WSAY Rochester, N. Y.

LYNN WALKER has joined WVKO C lumbus, Ohio, as continuity directo Miss Walker was formerly with WVK and WAIR Winston-Salem, N. C.

PAUL HADLEY has been promot from director of musical programs production supervisor of Rural Rad Network, Ithaca, N. Y. **PAT LANDO** announcer and disc jockey for RR will take over Mr. Hadley's form position.

JAMES N. FURNESS, formerly w WCBS New York, has joined WSB-T Atlanta, as producer.

HENRY J. TAYLOR, MBS comment tor and author, spoke at Advertis Club of New York Celebrity Lunche on Nov. 10. Subject of talk was "Lo ing Ahead at Home and Abroad."

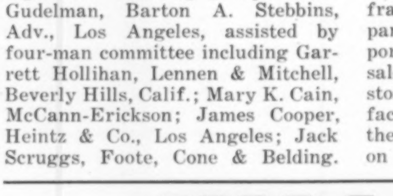
ART HINETT has rejoined KYW Ph adelphia, as staff organist. He h his own morning show *Art Hinett Company*. **LEE MORGAN** and **KA ANDERSON**, vocalists, are featu with him.

So. Calif. AAAA Forms Group to Aid Timebuyers

TIMEBUYERS group has been formed by Southern California American Assn. of Advertising Agencies. Heading group is Art Gudelman, Barton A. Stebbins, Adv., Los Angeles, assisted by four-man committee including Garrett Hollihan, Lennen & Mitchell, Beverly Hills, Calif.; Mary K. Cain, McCann-Erickson; James Cooper, Heintz & Co., Los Angeles; Jack Scruggs, Foote, Cone & Belding.

Hearing Reset

A SECOND continuation in t preliminary hearing of Nath Warren and William Ste [BROADCASTING, Nov. 1, 8] sets t date for today (Nov. 15) in S Francisco. Charged with frauding a California steel co pany of $11,000, the pair also portedly engaged in fraudul sales of radio time to western li stock breeders. A bad check char faces the two men in Denver a they are scheduled to appear the on Nov. 30.


YOU CAN HEAR THE DIFFERENCE

WMPS
MEMPHIS
68 On Your Radio
10,000 W DAY TIME
5,000 W NIGHT TIME
Represented by
RADIO REPRESENTATIVES, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

NOUNCE CHANGES KXLW OPERATION

ECTION of two new officers and e new directors has been an- ced by St. Louis Broadcasting licensee of KXLW and KXLW- St. Louis. Guy Runnion, der of the 1 kw station on 1320 was re-elected president of the pany.

The newly elected directors are J. Sloan, president of Sloan ing and Storage Co.; Arthur Bangert, mayor of Florissant head of the St. Louis County nsit Co., and Orlie F. Under- od, attorney and State Repre- tative.

eslie P. Ware, sales manager ce 1946, becomes executive direc- of operations in the establish- nt of this new administrative po- on. He becomes active manager all broadcast operations and ervisor of national sales.

lyles J. McNally, a salesman h the station since May 1947, is metropolitan sales manager.

per Heralds Opening KTNT (FM) Tacoma

ENTY-FOUR page special sec- n of *The Tacoma* (Wash.) *News ibune* heralded the formal open- Oct. 26 of KTNT (FM) Ta- ma. Both the station and the wspaper are owned by the Tri- ne Publishing Co.

KTNT operates on Channel 247 .3 mc), using General Electric nsmitting equipment. Personnel ludes Len Higgins, station man- er; Max Bice, chief engineer and sistant manager; Gless Connoy, ws coordinator; Dick Engh, en- eer; Warren Reed, Bob Board- y and Charles Nee, announcer- gineers; Millie Price, continuity rector; Jan Ferris, music direc- r; Doris Hart, continuity writer; ary Marush, music department, d Marilyn Shearer, receptionist.

LCO Corp., Philadelphia, has in- duced two new television receivers, dels 1002 and 1280. Latter is an M, FM, TV and dual-speed phono- ph combination, listed for $875. mer is a television ensemble, com- ing receiver plus table at price receiver. Set lists for $349.50, but being offered for limited time at 50 plus tax and installation.

'CAPITALIST AIR'

WWSO Declines Time Bid By Ohio Commies

WWSO Springfield, Ohio, has turned ideological thumbs down on a request by the Communist Party of Ohio for either salable or "free" time to answer questions on the party's "programs and aims." The station said it declined on the grounds that Communist "propaganda" was "subversive to the best interests of the American people."

The station made known its refusal in a reply by Gil Mason, WWSO general manager, to a letter signed by the party's state secretary, Martin Chancey. The secretary informed WWSO that Gus Hall, state party chairman and one of the 12 indicted Communist leaders, "is available to speak over the radio."

The letter suggested "a debate, or a press interview, or a roundtable discussion" and added that Mr. Hall "would be very happy to appear." Information on rates and data for purchasing time was also requested.

Mr. Chancey added that public interest in the Communist viewpoint "has been amply proven by the responses to our recent broadcasts over several Cleveland, Akron and Mansfield stations."

In issuing a "flat refusal," Mr. Mason declared: "Your vicious, sneaking organization has had ample opportunity to speak out in Washington . . . but all we hear is a procession of cowards claiming 'constitutional immunity' from Congressional probes. This station declines to sell you time, or give you time to advance any of your propaganda . . ."

TV Equipment Tests

TELEVISION studio equipment is now being subjected to tests under simulated studio conditions by engineers at the General Electric Co.'s Electronics Park factory. While equipment is being tested in the "factory studio," GE engineers point out, it is subjected to every normal operating condition, in addition to comprehensive engineering tests.

Sigma Delta Chi Holds Convention in Milwaukee

RADIO and television news programs were discussed during the national convention of Sigma Delta Chi, national professional journalism fraternity. Convention met Nov. 10 through 13 at Milwaukee with sessions held in Radio City.

Walter J. Damm, vice president and general manager of radio, The Journal Co., WTMJ, WTMJ-FM and WTMJ-TV Milwaukee, presented the address of welcome, followed by Frank Mullen, president of G. A. Richards stations. An explanation of WTMJ and WTMJ-TV news operations was given by Jack Krueger, news editor, and James Robertson, WTMJ-TV program manager, talked on television. Sigma Delta Chi members saw and appeared on several programs from the WTMJ stations.

N. Y. Stations Give Time To Air Data About State

COMMERCIAL stations in New York state contributed time valued at $477,608.31 to present information about the state's government in the first six months of 1948. This was revealed in a report issued last week by the New York Dept. of Commerce radio bureau, Miles Heberer, director.

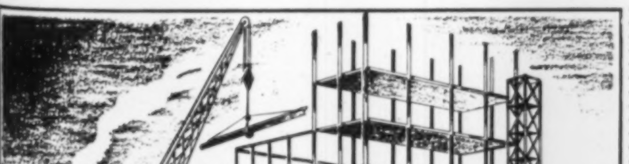
Time contributed by all stations (commercial and non-commercial) amounted to 421 hours, 24 minutes, Mr. Heberer said, with commercial stations contributing 394 hours, 10 minutes. Each week during the six-month period packets containing spot announcements and program features were sent to 80 commercial AM stations, six commercial FM stations and six non-commercial AM and FM outlets, the report showed.

WWNI (FM) Progress

WWNI, Syndicate Theatres' new FM station at Wabash, Ind., will be on the air by early January, according to Graeme Zimmer, radio director of WCSI (FM) Columbus, Ind., and WWNI. Studios of WWNI in the Eagles Theatre Bldg., Wabash, will be finished by Dec. 1. Transmitter site was slated for completion by today (Nov. 15). WWNI will be on Channel 248 (97.5 mc). Dick Neher will head its operation.

TV 'Know How'

SENATOR-ELECT Hubert H. Humphrey of Minnesota has been brushing up on his political television "know how" at the Twin City Television Lab, Milwaukee. A *Life* photographer covered the training, according to an announcement by the Lab, and pictures are expected to appear in an early issue. Twin City Television Lab is operated in connection with Beck Studios Inc., TV applicant there. Courses offered include acting, announcing, writing and camera operation.



for a better-than-ever BUY

IN OHIO'S THIRD MARKET
NOW UNDER CONSTRUCTION

5,000 w AM 50,000 w FM
1390 KC 105.1 MC

WFMJ

BASIC ABC FOR YOUNGSTOWN
ASK HEADLEY REED

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

JOHN ELMER, *President*
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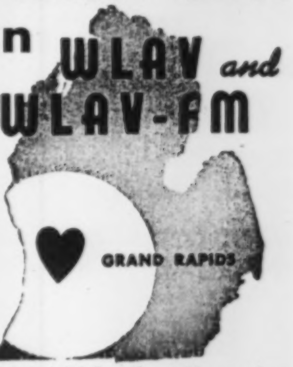
General Manager

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

IT'S A
GREAT DAY
on WLAV and WLAV-FM



WLAV leads ALL stations in daytime share of audience in Michigan's second market.
(1947-1948 winter-spring Hooper)

WLAV — 28.1%
Station B — 22.6%
Station C — 22.2%

Contact the John E. Pearson Co.

AM ABC for Grand Rapids
WLAV FM
Power Plus Perfection

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

250 watt local AM station, fulltime operation with newly completed FM installation desires to employ manager of proven ability in sales and executive responsibilities. AM station successful for several years. Location in southern city of 25,000 population. Proposed compensation by salary and bonus. Give complete history, family status and compensation expected by letter. Box 225, BROADCASTING.

Wanted—General manager. New 250 watt station. At least five years experience in capacity of general manager. Must have keen business and executive ability. Background and snap self first letter. Box 150, BROADCASTING.

Station manager wanted by 250 watt old established AM-FM network outlet in medium sized market. Only experienced station manager with an all-around background capable of personal earnings in excess of five figures need apply. Give full background first letter including earning requirements. All replies strictly confidential. Box 155, BROADCASTING.

Wanted—Experienced station manager for daytime station with FM. Splendid equipment. Full control. Salary plus commission. Write Box 218, BROADCASTING.

Manager—Well established 5000 watt midwest network station in excellent market is seeking manager. Some stock available for right man. Box 231, BROADCASTING.

Salesmen

Wanted — Salesman. No experience needed. Salary plus 15% commission. Mutual affiliate. William Kemp, KVER, Albuquerque, New Mexico.

Live in Los Angeles. Two experienced salesmen will find excellent working conditions. William Handelsman, KWIK, Burbank, Calif.

Salesman—Excellent opportunity good salesman capable handling local and regional sales. Send details, background and photo KTRI, Sioux City, Iowa.

5kw MBS affiliate in one of south's fastest growing cities with a metropolitan population of 200,000 has opening for an experienced salesman. Excellent opportunity with chance for advancement to commercial manager. Salary and commission. Send complete information, present and past employment record in first letter. Box 242, BROADCASTING.

Salesmen—5000 watt fulltime independent in metropolitan area. Must have car. 15% commission only. Box 245, BROADCASTING.

Aggressive radio time salesman for progressive ABC affiliate. Good salary plus commission. Give full details. Married man preferred. Replies confidential. KFRO, Longview, Texas.

Experienced salesman—Unlimited earnings possible if ambitious. Drawing account against 15% commission. Close cooperation. Strongest promoted station in market. Write, wire or phone Norman Stewart, WKJG, Fort Wayne, Indiana.

Salesman—He should be well experienced in sales, should have plenty of initiative and drive—a self-starter. The station is independent 1000 watts, operating on 24 hour day. Rates are right and market is good, plenty of time for sale. Contact J. Eric Williams, owner and General Manager, WGAT, Utica, New York. Can draw against commission.

Announcers

Announcer-engineer with emphasis on announcing wanted by regional AM-FM station in excellent section. Send full information. Top salary assured. WBBO, Forest City, N. C.

Combination man, good announcing essential. Southern network station, starting salary $70.00 per week. Send disc and references immediately. Adequate living conditions. Box 113, BROADCASTING.

Help Wanted (Cont'd)

Experienced all-round commercial announcer needed for established midwest daytime independent. Excellent working conditions and opportunity. Must furnish references. Box 195, BROADCASTING.

Announcer — Competent commercial man for 5 kw network affiliate northern New England. Permanent position for consistent, all-round man in good working setup. Your minimum and radio story in letter with disc, please. Box 196, BROADCASTING.

Announcer, versatile, reliable. Operate controls. Good voice, ad lib, sales appeal. Salary commensurate with ability. Good shift with well established independent in metropolitan area of midwest. Fine break for capable man. Send disc, qualifications to Box 200, BROADCASTING.

Wanted: Announcer-engineer. Location—beautiful hill country of Texas. Elevation 2,000 feet. Engineering secondary. Salary $300.00. Arthur Stehling, Fredericksburg, Texas.

Combination announcer-engineer, with first class ticket, wanted by progressive network station. Start at $60.00. No students need apply. Submit audition disc to Doyle Osman, KXO, El Centro, Calif.

Wanted—5 kw southern CBS affiliate. Sports announcer. Intimate knowledge football, baseball, passing knowledge other sports. Also, need personality type announcer good disc jockey. Send full particulars to Box 251, BROADCASTING.

Announcer — Experienced, versatile, with good voice for middle Atlantic station. $45.00 to start with progressive increases. Box 234, BROADCASTING.

Large eastern station wants experienced newsman to prepare and broadcast news exclusively. Newspaper and microphone experience essential. Give complete details. Confidential. Box 253, BROADCASTING.

Technical

Help wanted—Radio engineers with 1st class license, also announcers needed. Technical Development Company, Box 111, Quincy, Mass.

Engineer-announcer wanted immediately. 250 watt southern station. No experience necessary. Box 199, BROADCASTING.

Wanted—Operator for 250 watt AM and 10 kw FM transmitters. Please give complete details first letter. WKPT, Kingsport, Tennessee.

Transmitter control operator, no announcing. $40 week. WPTR, Front Royal, Va.

Texas Gulf station wants reliable young single man with first phone, some experience. $44.00 weekly for 40 hours. Some overtime. Box 145, BROADCASTING.

Industrious chief engineer by 5000 watt fulltime independent in northern Virginia. State salary and when available. Box 244, BROADCASTING.

Production-Programming, others

Wanted — Experienced commercial copywriter, by kilowatt midwestern station. Will offer assistance in finding living quarters for right person. Contact WGEM, Quincy, Illinois.

Copywriter wanted — WMMJ, Peoria, needs experienced copy writer. Fine opportunity for qualified person. Send immediately complete qualifications, experience, etc.

Situations Wanted

Managerial

Successful small station manager seeks future with regional (independent preferred). Wishes to manage with option to buy interest. Experienced and active in all departments. Young and energetic. Box 202 BROADCASTING.

Experienced manager. Very strong on sales. Young family man. Northeast. Box 209, BROADCASTING.

Situations Wanted (Cont'd)

Experienced manager. Strong on sales. Young family man. Buy stock if desired. Northeast. Box 232, BROADCASTING.

Manager—Salary secondary to working and living conditions. Ten years manager network affiliate plus ten as program director, newscaster, musician, etc. University graduate. Some capital. Excellent references. Interview possible. Available short notice. Might consider allied field or good program directorship. Box 160, BROADCASTING.

Bad sinus must move to dry climate. Will bring along topnotch sales manager with heavy experience major market independent. Box 148, BROADCASTING.

Commercial manager—Available January first. New York and major market experience. Must have dry climate for health reasons. Can furnish good industry references. Box 147, BROADCASTING.

General manager available, sober, family man. Fifteen years experience construction and operation. Top record, references. South only. Box 72, BROADCASTING.

Commercial manager—Thoroughly experienced with an outstanding record on both network and independent stations. Excellent character, middle aged, best of references. I know you would be interested if you knew my background. Box 238, BROADCASTING.

Manager — Working partner. Services with investment. 15 years broadcasting experience. College education (MBA). Licensed. Age 36. Will invest up to $10,000 in new or existing station. Box 227, BROADCASTING.

New England only—Now commercial manager for 5 kw network station in south. Will sacrifice salary for privilege of permanent home in New England. Capable of managing. Best New England references. For complete story of a successful record in both sales and sales management in large and small markets, write Box 237, BROADCASTING.

Salesmen

Man with eight years experience all phases of radio now employed major network key station wants permanent position as salesman with established station offering adequate financial return and opportunity for advancement. Now enjoy excellent income. Energetic. College graduate. Best references. Box 154, BROADCASTING.

Salesman—Two years college, some announcing experience. Will sell under GI training. Will do little announcing if necessary. Joseph Cooper, 316 Louisiana Avenue, McComb, Mississippi.

Announcers

Announcer-program director. Experienced news, music, remotes, board. West coast preferred. Available December 14. Presently employed. Box 188, BROADCASTING.

Hire a team! Husband, top announcer, salesman, production man. Wife, news, continuity. Good voices. College graduates. Employed major network station. Box 191 BROADCASTING.

Ace sportscaster available, play-by-play football, basketball, baseball experience. Desire progressive station. Excellent references, married, 29 years of age. Box 192, BROADCASTING.

Announcer — Versatile, knowledge of languages. Inexperienced. Acting experience. Only personal, phone auditions. Box 198, BROADCASTING.

Competent staff announcer. Distinctive news voice, solid on commercials, sports second nature, platter experience. Currently active in these phases with 5 kw NBC affiliate major market. College graduate, well groomed, 27, single. Desire New England, preferably Boston area. Good references. Box 204, BROADCASTING.

Vet, single, 6 months experience. Graduate leading radio school. References, disc upon request. Box 203, BROADCASTING.

Production-minded, versatile announcer available southeast network station December. College graduate in radio. Experienced all phases independent operation. Married, no children. Disc available. Box 215, BROADCASTING.

Versatile, conscientious, experienced staffer, age 30, voice conducive to sales. Presently employed, seeking employment Conn., N.Y., N.J. area. Transcription available. Present employer knows of this ad. Available January 1. Box 176, BROADCASTING.

Situations Wanted (Cont'd)

Announcing — Women's show, acti
writing, versatile, ambitious young l
with some experience. Will travel. B
243, BROADCASTING.

Dee-jay, versatile ad-lib man with t
rific knowledge music business. N
eastern daytime indie—seek all n
show. Write for particulars. Box 2
BROADCASTING.

New England established outstand
emcee and disc jockey looking
television, morning or evening live
disc show job with large metropoli
station. Positive audience getter. Pr
ent contract expiring, but emcee w
not renew. All replies acknowledg
Box 205, BROADCASTING.

Announcer—3 years experience. E
cellent knowledge programming-p
duction. Presently employed. Box
BROADCASTING.

One moment please! Announcer, co
writer, distinctive voice, prolific ide
one year experience. Single, 24, ava
able immediately. Box 206, BROA
CASTING.

Young, married announcer seeking li
wire station with accent on quali
Staff work, ad-lib, news, disc sho
Two years experience plus colle
Available one week. What's your offe
Box 223, BROADCASTING.

Newscaster and news director. Spec
events. AM-FM-TV audience resear
and measurement expert. BA and M
Degrees. 2½ years experience. Avai
able February 10. $75.00 minimu
Disc, photo, details, references on r
quest. Box 224, BROADCASTING.

Successful at everything. Almost
year's experience with metropolit
station. Tremendous disc show, wro
sports for station and did sports sho
(played pro baseball), commercial ti
salesman, record library, conso
Previous employer my best reco
mendation. Married, 25, college, w
travel. Minimum wage $220 month. B
220, BROADCASTING.

Newscaster available—Announcer w
newscasting experience on 5000 w a
10,000 w stations wishes to specialize
news. Will also consider staff positi
with accent on news. Box 169, BROA
CASTING.

Successful play-by-play and staff a
nouncer. Interested permanent po
tion progressive station offering bet
opportunities. Married veteran. B
159, BROADCASTING.

Announcer with proven air sales. Pe
sonality jockey. Newscaster. State s
ary. Box 247, BROADCASTING.

Announcer-control board operator
Single, veteran, trained ability. Wa
start on small station anywhere und
GI Bill. Box 226, BROADCASTING.

Do you need a good morning ma
Understand metropolitan and rural a
proach. Nine years experience. B
221, BROADCASTING.

Desire opportunity with small stati
to apply trained voice and writing ab
ity. Single, young veteran. Record a
details available. Box 233, BROA
CASTING.

Announcer — Three years experien
Married. Minimum, $60-$65 plus tale
Delivery and background I think you
like. Box 229, BROADCASTING.

Sports announcer. Nine years expe
ence play-by-play. High Hooper spor
cast. Employed 50,000 watt stati
Available to metropolitan station. B
236, BROADCASTING.

Experienced top announcer—excelle
delivery. Personality jockey. Unma
ried, veteran. Authoritative newscast
Excellent references. State salary. B
246, BROADCASTING.

Highly qualified general announcer a
singer desires permanent position. W
send details, disc. Virgil Nodland,
Randolph, Waterloo, Iowa.

Technical

Experienced 5 years as broadcast a
remote engineer, with great deal
work on difficult remote broadcas
Will do part time and one time
motes or will consider a perman
position. Have car. Don't drink
smoke. Box 222, BROADCASTING.

Engineer 18 months experience. Pr
ently chief of 250 watt. Desires perm
nent position in progressive stati
FM and television training. Will co
sider any offer. Box 193 BROADCAST
ING.

Technical engineer or combination e
gineer and traffic work wanted
woman having 1st class telephone
cense. Would prefer western sta
Kathryn Hoskinson, 116 7th Ave., E
Twin Falls, Idaho.

Situations Wanted (Cont'd)

class engineer-announcer wants tion progressive station anywhere. rage requirements. Box 186, ADCASTING.

engineer, AM and FM installa- Eight years 250 watt to 5 kw. ried. Box 194 BROADCASTING.

known chief engineer offers serv- on a permanent basis as chief TV neer or as technical director for on with immediate TV plans. Over years experience in AM, FM, TV n an outstanding record of design construction. Interested in invest- t. Available January first. Box 208, OADCASTING.

ineer — Experienced, control, re- es, xmitter, recording apparatus. muting distance NYC. Box 210, OADCASTING.

ineer—First phone, two years elec- al engineering, veteran, radio serv- experience, single, 28, ambitious, ing for start. Box 211, BROAD- STING.

ineer, 24, four years experience, class license, single, veteran, de- es permanent position midwest or t. Excellent references. Available hout car. $55 minimum. Box 78, OADCASTING.

ineer—Experienced 5000 watt direc- al, console, remotes, recording, in- llations, prefer midwest, available weeks, have car. Box 241, BROAD- STING.

roduction-Programming, others

gram director - assistant manager. en years experience includes rural metropolitan stations. With pres- employer since station opened. imum salary required $75.00. Box , BROADCASTING.

levision: Good idea and production n for TV. Long, successful record AM programming, production and iting. Also commercial film experi- ce and some TV. Makes a good bet r TV production staff. Box 219, OADCASTING for details.

dwestern farm editor desires change fulltime station. Air and farm expe- ence. Disc, photo and details on re- est. All replies answered. Box 189, OADCASTING.

pendable college graduate, 27, un- sual background. Music, writing, pro- amming training, wants break-in job fering varied experience including nouncing. West or southwest. Vet- an. Box 190, BROADCASTING

tention new stations, experienced ree way man. Program director- nouncer, with first class license. esently employed at 1000 watter. ll consider all offers. Disc and photo ailable if desired. Please send all tails in first letter. Box 197 BROAD- ASTING.

gram director-announcer-salesman, eking change in capacity of program rector, salesman or news director and ster. Set disc and letter talk. State ancial arrangements and potential first letter. Will arrange interview hen possible. Box 185, BROAD- ASTING.

pflight continuity-promotion direc- r desires change. Four years radio perience. Wonderful qualifications. -l references. Box 214, BROADCAST- NG.

perienced copywriter - announcer oking for station berth with a future. llege graduate. Prefer to work on py alone but will do combination b. Copy, top agency quality. Send for mples. Judge for yourself. Box 228, OADCASTING.

motion and publicity man desires sition. Six years experience, good ferences, will travel, single, have r. Will consider selling time. Avail- e January 1. For full details write x 230. BROADCASTING.

evision production, writing, 7 years ining, stage, television, films, radio. years experience writing-production s. Box 235. BROADCASTING.

perienced woman continuity writer d bookkeeper, reliable. Will travel. crative offers only. Box 240, BROAD- ASTING.

mmunity - minded woman, fifteen ars professional experience, college gree, six months as woman's di- ctor. Wants position as woman's or ucational director. Would consider mbo including continuity. Radio hool and advertising training. Good ferences. Good voice. Available now. x 239. BROADCASTING.

For Sale

Stations

sale—Only to reliable party 250 tt station city of 40,000. Network liate south central group. Box 216, OADCASTING.

For Sale (Cont'd)

For sale—New England 1000 watt daytime station exclusive in community of 50,000 showing excellent profit from first day. Box 207 BROADCASTING.

Interest in successfully operating independent station in major Virginia market for sale. Experienced person capable of assuming active management preferred. Box 250, BROADCASTING.

Equipment

Two 50 KVA Pittsburg, type ODSC, single phase 60 cycle, oil cooled transformers. IMPD, 3.6%. Primary, 4600 volts. Secondary, 115/220 volts. Box 121, BROADCASTING.

One 75 KVA Pittsburg type ODSC, single phase 60 cycle. IMPD, 4.3%. Primary, 4600 volts. Secondary, 115/220 volts. Box 122, BROADCASTING.

Two new Federal 892 R's. No hours. Money back guarantee. $275 each or $525 for pair. KFVD, 338 S. Western Ave., Los Angeles.

Four bay RCA pylon antenna—170'. Lehigh tower—260', 3⅛" transmission line, clamps, dehydrator. Four tower lights, beacon, flasher, everything new. WNLC, New London, Connecticut.

For sale—One kilowatt Western Electric transmitter 353 El. Price $4500.00 Immediate delivery. Charles W. Winkler, Chief Engineer, WDGY, Hotel Nicollet, Minneapolis 1, Minnesota.

1 RCA 76B console complete with power supply. Inquire Selwyn Kirby, KOOL, Adams Hotel, Phoenix, Ariz.

For sale—Brand new RCA 74-B junior velocity microphones, $20.00 each. Broadcast Equipment Company, Box 222, Evanston, Illinois.

For sale—One Scott dynamic noise suppressor. New, never been placed in use. Those interested contact Chief Engineer, KMPC, Hollywood.

Modulation monitor RCA 66A. Good condition. 165 foot guide Wincharger tower less base insulator, but including light. Make offer. KOVO, Provo, Utah.

Wanted to Buy

Wanted—5 kw, used, transmitter good condition. Box 175, BROADCASTING.

Wanted—3 or 4 channel broadcast remote amplifiers, adaptable for 50 ohm input. 4 channel preferred. Box 212, BROADCASTING.

Hard working experienced manager interested buying half small station, South. Sales, announcing, writing. Cash terms. Arrange now, change after 1st of year. Box 996, BROADCASTING.

Used turntables (2)—Must be AC 50 cycles, 110 volts. Pan American Broadcasting Company, 17 E. 42nd Street, New York City.

Wanted to purchase—250 to 1000 watts station in New Jersey or in Pennsylvania. Box 252, BROADCASTING.

Help Wanted

Managerial

ARE YOU WORTH FIVE FIGURES AS A GOOD GENERAL MANAGER OF A GOOD INDEPENDENT IN A BIG METROPOLITAN MARKET? This existing station will talk to managers of good background, proven results, adequate references and permanency. To the right man goes a liberal salary plan plus percentage. We seek careful business management plus salesmanship. Send complete background to Box 165, BROADCASTING. Personal interview arranged. Replies confidential. Opening is immediate or can hold for right man until later.

Announcers

SPORTS Announcer
Editor!

Midwest CBS regional in need of top-flite sports man, play-by-play ● Must be thoroughly experienced ● Big nine football and all other sports ● Top salary to right man ● Excellent working and living conditions. Disc and details to Box 248, BROADCASTING.

Help Wanted (Cont'd)

● DISC JOCKEY! ●

Good, bright ad-lib man, special events and all-round announcing. Midwest CBS regional, long established. Want friendly, honest style. Neat appearance. No characters please. Excellent working conditions. TV CP. Great future. Top salary to right man. Details and disc to Box 249, BROADCASTING.

Technical

HIGH FREQUENCY ENGINEERS

A midwestern manufacturer of transmitting equipment desires to add one or two qualified engineers capable of design and production engineering on FM and STL equipment. Permanent work in growing concern located in moderate sized middle western city. Give full qualifications and desired salary in first letter.

BOX 181, BROADCASTING

Situations Wanted

Production-Programming, others

WANTED

Jobs for graduates of "California's Finest School of Broadcasting." Young men and women thoroughly grounded in ALL phases of radio broadcasting by Hollywood's outstanding professionals!

HAL STYLES SCHOOL
OF RADIO AND TELEVISION
8800 Wilshire Blvd.
Appvd. for veterans
Beverly Hills, California
Bradshaw 21490

NOTE: Station Managers and Program Directors from coast to coast are satisfied with personnel we furnish.

For Sale

Equipment

FOR SALE

Ground wire, #8 B & S solid, soft, bare copper. New in neatly-wrapped 5000 feet coils—150,000 feet—7,500 lbs. at $27.00 per CWT. Chief Engineer, WAGE, INC., Syracuse, N. Y.

Miscellaneous

RADIO BROADCAST STATIONS
BUYERS! SELLERS!
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Prompt Confidential Service
NATIONAL RADIO STATION BROKERS
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Schools

STATION MANAGERS!

Need Trained Personnel?

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Name..............................

Address..............................

City.......................State..........

One meets such interesting people through the classified pages of BROADCASTING *at such little cost.*

5000 Watt Network Station

One of the fine midwest facilities with a topnotch network affiliation.

The market is the hub of one of the richest and most stabile areas in the midwest.

Earnings are increasing, future prospects are excellent. The plant and equipment of this station are beautiful and their cost amounts to a large portion of the purchase price, which is $500,000. Financing can be arranged.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

DALLAS
Philip D. Jackson
Tower Petroleum Bldg.
Central 117

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery Street
Exbrook 2-5672

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"The BROADCASTING Yearbook is truly the Book of the Year with our people. We find it a quick, accurate and indispensable guide."

Ralph Smith

RALPH SMITH
Executive Vice President
Duane Jones Company, Inc.
New York City

Preferred by VICE-PRESIDENTS

"Every time I ask for some radio information the answer is—'wait till I get my BROADCASTING Yearbook.' The only way I can get along without the Yearbook is to make sure that everybody in the place has a copy."

Robert C. Temple

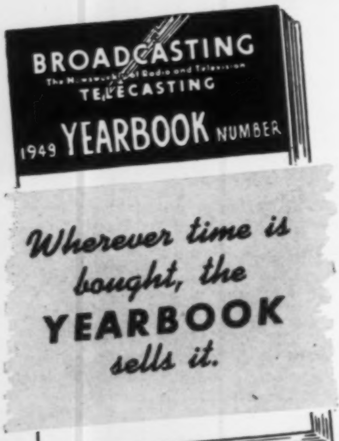
ROBERT C. TEMPLE
Executive Vice President
Raymond R. Morgan Co.
Hollywood

Preferred by VICE-PRESIDENTS

"Complete, comprehensive and indispensable to the agency executive."

T. F. Harrington

T. F. HARRINGTON
Vice President
Ted Bates, Inc.
New York City



BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
1949 YEARBOOK NUMBER

Wherever time is bought, the YEARBOOK *sells it.*

RESERVE SPACE NOW
Deadline
December 1st

ADVERTISER and station alike profit from this improvised arrangement for broadcasting night high school football games from a baseball stadium where the press box is not suitably located. Sports announcers Pat Ryan and Johnny Lawrence of WABY Albany, N. Y., are supplied a vantage point atop a truck owned by Tobin Packing Co., the sponsor.

Radio Engineering Book Is Written by Sandeman

RADIO ENGINEERING. By E. K. Sandeman. 775 pp. New York: John Wiley & Sons. $6.50.

WRITTEN by Dr. E. K. Sandeman, noted British radio authority, *Radio Engineering* originally was planned for instruction of engineers at BBC transmitters. The book is designed to give beginners in radio the working principles they need in the shortest possible time.

Information is given in logical order. A working knowledge of elementary algebra and logarithms is all that is necessary for understanding the subject matter. *Radio Engineering* covers a wide range of practical information including R.F. resistance, inductance of straight wires, impedance characteristics of feeders and curves for finding the spectra of frequency modulated waves.

New Marcus Book

RADIO SERVICING: THEORY AND PRACTICE. By Abraham Marcus. 775 pp. New York: Prentice-Hall. $5.95.

A HANDY intermediate text in receiver theory and servicing is offerred in Abraham Marcus' *Radio Servicing: Theory and Practice*, released today (Nov. 15). Mr. Marcus, a physics teacher, has designed his book for readers who are not beginners in radio nor yet advanced enough to study the subject on an engineering level. The first chapter presents a "refresher course" in electronic principles of radio. Other chapters deal with the various components of the set. There are 640 drawings and 75 photographs included.

Honor Pioneers

RADIO PIONEERS will be honored at a luncheon meeting of Radio Executives Club of New York Nov. 18 at Roosevelt Hotel. Members of Radio Manufacturers Assn. will be guests and some of the biggest names in radio are expected to be present.

TV EYESTRAIN

57% of Viewers in Jersey Area Homes Think So

EYESTRAIN from watching television programs occurred among 57% of the respondents in a study conducted the last week in October by Advertest, New Brunswick, N. J., market and media research firm. The survey covered 150 television homes in the New Jersey area adjoining metropolitan New York.

Advertest asked televiewers whether they found it to be true "that eyestrain occurs quite frequently in watching television programs." All six of the metropolitan area [New York] stations were mentioned "to a fairly equal degree" by respondents listing stations on which eyestrain occurred most frequently. This led Advertest to make the following observation:

"It can be said that the television set (make, size, antenna, installation etc.,) and not the television station is a major cause of eyestrain."

The type of program on which eyestrain occurred most frequently was listed by more than 38% of the respondents as "old films."

Feature

(Continued from page 16)

use diagrams, maps, film strips, demonstration models, motion pictures and devices to stimulate interest and improve teaching techniques.

Complete studio equipment and monitoring receivers were furnished the Navy by the General Electric Co.'s Electronics Division at Syracuse, N. Y.

A special training course for instructors who would teach by television is being considered by the Navy.

DECCA RECORDS, New York, reported losses of more than 50% for nine months ended Sept. 30. Net profit for 1948 three quarters was $550,877, for 1947 period $1,116,483. Dividends declined accordingly, 71c a share on 778,650 shares of capital stock against $1.44 a share in 1947.

CBC GRANTS ONE FM TWO AMs IN CANAD

TWO NEW AM stations and on FM station application wer granted at Oct. 28 meeting o Canadian Broadcasting Corp. boar of governors meeting at Ottawa Gordon S. Henry, formerly man ager of CJCA Edmonton, has bee granted a license for 250 w statio on 1230 kc at Red Deer, Alta., an George Randall has been give permission for a 250 w station a Nanaimo, B. C. Frequency fo Nanaimo station is not yet as signed as requested frequency o 1320 kc is occupied by CKNW Ne Westminster, B. C., Vancouver sub urb, which was granted permissio at same meeting to increase powe from 250 to 1 kw daytime, 500 night.

New FM station was granted CKCV Quebec, 595 w with an tenna height of 230 feet. Radi Branch, Dept. of Transport ha announced that CJIC-FM Saul Ste. Marie, Ont., is now on the ai with 250 w on 100.5 mc.

First independently-owned sta tion license cancellation was rec ommended by CBC board for CJDC Dawson Creek, B. C. The boar found that station ownership ha been transferred without permis sion and "that operation of sta tion was not carried out in a man ner likely to be in public interest."

At same meeting board recom mended share transfers applied fo by CJFX Antigonish, N. S., CKEY Toronto, and CHNC New Carlisle Que. CBC board deferred action for further study on application o CFCF-FM Montreal, to have sep arate programming from CFCF AM, and also deferred action fo an indefinite period on six televi sion applications, and denied in crease in power to CKVL Verdun Que.

'OKLAHOMAN' RUN SUPPLEMENT ON WK

TWENTIETH anniversary of th purchase of WKY Oklahoma Cit by its present owner, the Oklahom Publishing Co., was marked by pub lication of a 36-page WKY tab loid-style supplement in the Nov. issue of *The Daily Oklahoman.*

Supplement contained congratu latory advertisements, pictures o WKY and staff and stories abou the functions they perform, an other stories and pictures detailin the station's programming an services.

WKY, operating with 5 kw o 930 kc, is an NBC affiliate. It studios are in Oklahoma City Skirvin Tower Hotel. Early prede cessor of WKY was a 20-w experi mental station, 5XT, operated b Earl C. Hull, now owner of WHL Niagara Falls, N. Y. Chief enginee is Jack Lovell, who has been wit the station 20 years. P. A. Sugg general manager.

RANDY BLAKE, conductor of Th *Suppertime Frolic* on WJJD Chicag has been presented a gold, life mem bership pin to the Loyal Order of th Moose for his work on behalf of th organization.

FCC Actions

(Continued from page 106)

lications Cont'd:

N-TV Minneapolis — Mod. CP commercial TV station for exten- of completion date.

WC Columbus, Ohio—Same.

TENDERED FOR FILING

Assignment of License

KW Pasadena, Calif.—Assignment license from Marshall S. Neal, Paul lign, E. T. Foley and Edwin Earl as Southern California Bcstg. Co. Southern California Trade Unions g. Assn.

Transfer of Control

MOU Berlin, N. H.—Transfer of sh common stock from several kholders to John W. Guider.

LPM WLPM-FM Suffolk, Va.—linquishment of control by Abram ody through sale of 51 sh common k to Leo Brody.

AM—710 kc

OR New York—CP make changes in DN and approval of trans. site.

APPLICATION DISMISSED

Assignment of License

STA Coleman, Tex.—Assignment of se from Charles L. South, H. H. ison, Alton Stewart and Ross nnon d/b as Coleman County g. Co. to Coleman County Bcstg. DISMISSED 11-8-48 at request of icant.

AM STATION DELETED

AM—1340 kc

WGN Western Oregon Bcstg. Inc., dsport, Ore.—Deleted AM station call letters cancelled. 1340 kc 250 unl.

TABLE TURNS

Thin Man Calls for Help In —Kaiser-Frazer Stunt

AISER-FRAZER and its agency, illiam H. Weintraub Co., New rk, have joined in a special protion with the American Autobile Assn. (AAA) and its two d a half million members to help rch for the Thin Man's Frazer-nhattan. The car was "stolen" m the Dashiell Hammett sleuth his program last Thursday, 10-30 p.m. on MBS.

Finder of the car will receive a Frazer-Manhattan on Dec. 23 en the promotion for the *Adtures of the Thin Man* sponred by Kaiser-Frazer, termites. In addition to the new aumobile, the winner will also re a special citation from the A and a free membership in his l AAA club.

Listeners are asked to consult ir local Kaiser-Frazer dealers clues.

The AAA is interested in cutting n the number of car thefts. cial mailings to the AAA clubs m the national office, display of ters in AAA offices and wins, stories in AAA publications a display at the Automobile n. convention in San Antonio l be used to bring the Thin Man loitation to the attention of mbers.

ARD as "best breakfast program the air" has been accorded ABC's kfast Club and Toastmaster Don eill by *New Liberty*, Canadian azine, in its current issue. In a poll, y-morning show (five-a-week, 8 to m. CST, General Mills (for Kix), co, Swift) achieved *New Liberty* g of 74%, 67% "greater than the breakfast program tested."

In the Public Interest

A WEDDING service was recorded by WEBR Buffalo, and platters were sent to the bride's mother who was ill in Tucumcari, N. M. Al Zink, WEBR's "Uncle Bill," arranged the recording when he received a request for the transcription from the mother's doctor through KTNM Tucumcari. The mother, Mrs. Gladys Lawrence, was interviewed by Mr. Zink over WEBR in 1943 when he was producing programs featuring war mothers. At the time of the wedding, she asked her doctor to contact WEBR through KTNM because she remembered "what a kind, thoughtful man Mr. Zink is."

* * *

WCEC-FM 'School' Starts

EDUCATION by radio was expanded in North Carolina last month when WCEC-FM Rocky Mount inaugurated *FM Music School of the Air.* Program is an effort backed by the North Carolina FM Radio Education Committee appointed by Gov. Cherry with the object of establishing a state FM network for educational purposes. By arrangements with county and city schools WCEC-FM broadcasts the program every Monday, Wednesday and Friday, 11:10-11:25 a.m. Music period in the schools is 11-11:30 a.m. Ten minutes before the broadcast is spent in discussing prepared scripts; the last five on questions. Program content includes music history, lives of composers and their outstanding works, free creative interpretive rhythm, folk music and dances, music interpretation and appreciation. Classes from different schools visit WCEC studios for the broadcasts. B. Lorraine Pritchard, former music supervisor of public school music in Rocky Mountain elementary schools, now a member of WCEC and WCEC-FM, conducts the radio classes.

* * *

Finds Missing Man

LOCATING missing persons is all in a day's work for WHAS Louisville, Ky. WHAS newscaster Ken Rush, acting on a request from the Missing Persons Bureau at Police Headquarters, announced on his program that police were attempting to locate a "Dr. Lilly of Beckley, W. Va." who was visiting a "Dr. Houston somewhere in Kentucky." Other attempts had failed to locate Dr. Lilly to notify him of a death in his family. An SOS announcement broadcast by the station was heard by the doctor, and in a few hours he called WHAS to express his appreciation for the announcement.

* * *

Finds Missing Person

GRATIFYING proof of the effectiveness of its daily public service program, *Missing Persons*, has been reported to WWDC Washington. A few weeks ago a description of an amnesia victim was aired on the program, which is conducted by Lt. Harry C. Blackman, officer in charge of the Missing Persons Bureau. A housewife in suburban Silver Spring, Md., hearing the announcement, recalled that her cousin's husband in New York had suffered from amnesia several years ago. A telephone call to the cousin verified the man's description and husband and wife were reunited.

* * *

KATL Gives 'Extra'

FACILITIES of radio frequently are used in the apprehension of criminals, but KATL Houston, Tex., believes that its public service in this field can be extended beyond the donation of air time. Station established a $100 reward for the capture and conviction of the club beater of a Houston woman, seriously injured in a recent attack. Capture was made and Fisher P. McDade and D. A. Kelley, local detectives, received the reward.

* * *

Serves Local Groups

WICU (TV) Erie, Pa., has offered its facilities to every community, religious, civic and educational organization in the area, for local programming. In an article in the Oct. 29 *Erie Dispatch*, licensee of WICU, Edward Lamb, president of Dispatch Inc., stated: "While WICU has been offered the services of four networks affiliation details have not been settled. We are building this station for the service of Erie and we are principally concerned with the organization of Erie programs. We hope most of all that various organizations in Erie will be making plans to utilize these television facilities. . . ."

FCC BOX SCORE

Summary of Authorization, Applications, New Station Requests, Ownership

SUMMARY TO NOVEMBER 10

Class	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM STATIONS	1,821	280 [1]	----	531	302
FM STATIONS	194	734 [2]	69 [3]	85	32
TV STATIONS	7	116 [4]	----	311	182

[1] 60 are on air; [2] 450 are on air; [3] 19 are on air; [4] 38 are on air. All licensed stations also are operating.

AM APPLICATIONS

Gettysburg, Pa.—Times and News Pub. Co., 1450 kc, 250 w, fulltime. Estimated cost $33,410. Applicant, headed by Samuel G. Spangler president and holding about 10% interest, publishes weekday *Times* and Saturday *Star and Sentinel*. Filed Nov. 5.

Lebanon, Pa.—Steitz Newspapers Inc., 1430 kc, 500 w, daytime. Estimated cost $47,950. Applicant is inactive corporation owned 100% by Lebanon News Pub. Co., publisher daily *News-Times*. Majority interest (62.4%) is held by A. B. Schropp estate with Henry L. Wilder, managing editor, as president and 12.425% owner. John Schropp, promotion manager, holds 25%. Filed Nov. 5.

Nevada, Mo.—Cecil W. Roberts, 900 kc, 250 w, daytime. Estimated cost $17,500. Applicant is owner-manager KREI Farmington, Mo., and AM applicant at Festus, Mo. Filed Nov. 5.

Wytheville, Va. — Wythe County Broadcasting Co., 1340 kc, 250 w, fulltime. Estimated cost $17,920. Co-partners: Robert Hennis Epperson, radio engineer and permittee of WPAQ Mt. Airy, N. C., and Arthur M. Gates Sr., physician. Filed Nov. 5.

FM APPLICATION

Independence, Kan.—Central Broadcasting Inc., Class A, Channel 265 (100.9 mc), ERP 0.326 kw, antenna height above average terrain 171 ft. Estimated cost $8,227.45. Applicant is licensee KIND that city. Filed Nov. 9.

TV Same as Movie States Pa. Judge

TELEVISION was classed as a moving picture by the Supreme Court of Pennsylvania in a decision last Monday which ruled that taprooms showing television must obtain an amusement license similar to that required for showing motion pictures.

Such a license costs $120 annually in Philadelphia and varies from $25 up to the $120 limit throughout Pennsylvania on a scale based on population.

The Supreme Court, in an opinion written by Justice Charles A. Jones, confirmed a lower court decision. The case came up on appeal by the Philadelphia Retail Liquor Dealers Assn., Jack Crane, former president, and Patrick Cavanaugh, president. They sought to reverse a ruling of the State Liquor Control Board. In addition to suffering the adverse ruling, the appellants also were assessed costs of the case by the high court.

Mr. Crane said that a new appeal, based on a new theory, is being prepared by the association's counsel, John Patrick Walsh. Mr. Crane estimated that "close to 2000" of Philadelphia's 2800 licensed taprooms now have television sets and would be required to take out the $120-a-year amusement permits or shut down their television sets.

The case started on March 3, 1947 when the Liquor Control Board notified all taproom licensees that the use of video sets was unlawful unless they had amusement permits. The Liquor Control Act provided that such permits were required for taverns having "dancing, theatricals, floor shows or moving picture exhibits." The statute was passed in 1933, before the problem of television sets in taprooms had been anticipated.

At Deadline . . .

CBS APPLIES TO FCC FOR RAYTHEON TV STATION

FORMAL APPLICATION for approval of CBS purchase of Raytheon Mfg. Co.'s WRTB (TV) Waltham, Mass., for $242,122 [BROADCASTING, Nov. 1] filed with FCC. Station, nearing completion, is assigned Channel 2 and would be CBS's second wholly owned TV outlet. Sale is subject to AVCO open-bidding rule.

Contract depends not only on FCC approval but on grant of additional construction time (Raytheon's request for more time has been set for hearing, but firm says it can start equipment tests within 24 hours of FCC authorization). CBS reserves right to cancel contract if transfer not approved within 30 days before Boston TV hearing, in which CBS is one of seven applicants for two channels. If approved, CBS would drop out of hearing.

In addition to $242,122, representing Raytheon's investment to date, CBS would reimburse for any further expenditures for acquisition, construction or testing of equipment; prosecution of application, or interim operation of station. For at least five years CBS would let Raytheon use WRTB facilities for experimental work in non-broadcast hours; would buy Raytheon equipment for WRTB, and would supply Raytheon with its data on TV equipment (except "trade secrets" and similar information which can't be divulged).

TV SALES REDUCE DEMAND FOR EXPENSIVE AUDIO SETS

DECREASE in sales of expensive radio sets indicates that field has been hurt by television, Dr. Walter R. G. Baker, General Electric Co. vice president in charge of electronics, told Institute of Radio Engineers in Rochester, N. Y.

Dr. Baker expects over 1,600,000 TV sets to be sold next year, barring cathode tube shortages; anticipates no deep cut in TV set prices in near future, believes color television is long way off and that its greater retail cost would slow video development.

Researchers are trying to solve problem of interference between TV transmitting stations, condition which contributed to FCC's television freeze, he says.

HOYT HITS RADIO NEWS

RADIO stations are getting news dug up by newspaper reporters far below cost, E. C. Hoyt, managing editor, *Cedar Rapids* (Ia.) *Gazette*, told Associated Press Managing Editors Assn. in Chicago. His company operates KCRG and KCRK (FM) in Cedar Rapids. Mr. Hoyt chided networks for timing major New York and Washington news breaks to beat newspaper editions.

WGBA-FM ON TEMPORARY

WGBA-FM Columbus, Ga., co-target with WGBA of revocation petition filed as aftermath of Ku Klux Klan meeting, was continued on temporary license to March 1 by FCC Friday.

PAGLIN SWITCHED BY FCC

MAX D. PAGLIN, FCC attorney since December 1942, switched from Common Carrier Division's International Services Branch to Broadcast Division's FM Branch, Bureau of Law.

MANSFIELD-LORAIN PAPERS, SKY WAY FILE APPEALS

"SELF GENERATED power and jurisdiction" assumed by FCC in ruling on Mansfield-Lorain-Fostoria, Ohio, AM-FM cases are attacked in appeals to U. S. Court of Appeals for District of Columbia by commonly owned Mansfield and Lorain Journal companies [BROADCASTING, July 19]. Appeal also filed by Sky Way Broadcasting Co., unsuccessful AM applicant at Columbus, Ohio [BROADCASTING, Oct. 25].

Mansfield Journal Co. was denied AM and FM outlets at Mansfield, and Lorain Journal Co. lost in AM competition at Lorain to Fostoria Broadcasting Co., Fostoria. Newspaper firms charge that FCC's reasons for denials—that papers' owners sought to suppress competition in news dissemination and to achieve advertising monopolies—were illegally imputed and without support. Neither Sherman Anti-Trust, Clayton nor Communications Acts give FCC jurisdiction over such matters, appellants declare.

Sky Way, loser to Northeastern Ohio Broadcasting Corp., Lima, Ohio, in competition for 1150 kc, argued FCC failed to properly evaluate comparative needs of Columbus and Lima and held finding that rural areas would get equal service "unduly penalizes" Sky Way for making maximum use of frequency. Sky Way also charged certain program considerations were neglected, such as Northeastern's intention to "delegate to the network the responsibility of programming" during certain hours.

SEN. BRIDGES PROBES TAX METHODS USED BY TALENT

EXPLANATION of methods used by radio and movie talent to reduce income taxes through sale of their services as a "business" demanded of Internal Revenue Commissioner Friday by Sen. Styles Bridges (R-N. H.).

Sen. Bridges, seeking report for Senate Appropriations Committee, acted after learning high-salaried performers used procedure in paying only 25% capital-gains tax on incomes (story on page 22), while personal income rates run up to 77% in top brackets.

Procedure is resulting in loss of revenue to government and might be "sizable" if it continues, Sen. Bridges wrote. Others, he said, are reportedly searching for loophole [BROADCASTING, Oct. 11].

Official ruling permitting procedure and basis requested by Sen. Bridges, chairman of Appropriations Committee, for his committee and for Sen. Eugene D. Millikin (R-Colo.), chairman of Finance Committee.

GUNNAR WIIG NAMED

GUNNAR WIIG, WHEC Rochester general manager and counsel for Gannett Radio Group, elected president of New York State Associated Press Broadcasters Assn. at Albany meeting. T. B. McFadden, WNBC, WNBC-FM and WBNT, New York, elected vice president. Association urged passage of radio-newspaper-TV privilege law to protect newsmen refusing to divulge source of information. E. R. Vadeboncoeur, WSYR Syracuse, chairman of NAB Radio News Committee, to confer with author of bill, State Senator Desmond.

ABC ANSWERS GUILD

ABC contended Friday TV directors and floor managers are supervisory employes and part of management in reply to ultimatum of Radio & Television Guild. ABC conceded collective bargaining is appropriate for program assistants.

Closed Circuit

(Continued from page 4)

facilities with those of others after it gets own through service available.

ON ANOTHER TV-common carrier fro FCC may move soon to call hearing on wheth 30 or 40 mc block in UHF region—betw 400 and 500 mc—should be allocated for velopment of broadband multichannel mob telephone system. AT&T has asked for it. could lop off some space now earmarked high-brand TV.

NBC HEADED for conflict in titles if *Your Life*, Ben Park show sponsored by Jo son & Johnson (medical supplies) on WMA Chicago goes network. Ralph Edwards' production, *This Is Your Life*, took air la week on full network from 7 to 7:30 p.m. CS When Edwards' show first planned, Park's ti was changed temporarily to *Life Unlimit* This idea was scrapped by NBC officials, a no renaming planned at present.

TENSION between NAB Sales Managers E ecutive Committee and Board of Directors such issues as code observance and TV activi can break in open at board sessions this wee President Miller, who sat in on committee se sions and who presides over board, automat cally assumes role of moderator.

HARRY M. PLOTKIN, assistant general cou sel of FCC who temporarily has been assign to broadcast work from his regular status litigation and administration, expected to main permanently in present position. Ma Goldman slated for successorship on litigati and administration.

SOME TIME soon FCC is expected to desi nate its chief examiner from among staff a signed to that work under Administrative Pr cedures Act year ago. Reportedly runni neck and neck are James D. Cunningha J. Fred Johnson, and Jack P. Blume, wi Fanney Neyman Litvin, senior lawyer on FC staff, as dark horse.

FIRST for FM will be coverage of Truman auguration which Continental Network w feed to nonaffiliates, FM or AM, provided th don't conflict with hookup's regular service.

AFRA has rejected as "inadequate" offers six of eight Los Angeles area stations who ha not yet settled with union for staff announce raises. Union proceeding with strike plans, a cording to Claude McCue, AFRA executive se retary. Increase of 12% asked by uni [BROADCASTING, Nov. 1].

FOLLOWING deferment by Canadian Broa casting Corp. board of application of televisi licenses for Canadian independents underst CAB setting up TV policy committee to take problem with Canadian cabinet. Broadcast fear continued postponement of TV will je ardize internationally agreed Canadian channels on international border.

CHAIRMAN Robert E. Freer, FTC, is be quietly urged to shelve, at least temporar his intended resignation Jan. 1. New appoi ment would await action of new Congre Strong possibility Mr. Freer may reconsi in view of current proposals for hiking upp bracket salaries of Government officials. Freer attributed impending resignation financial considerations [BROADCASTING, N 1]. In any event, Commissioner Lowell M son is next in line for rotating FTC chairm ship.

"STARKE CONSCIOUS"

Never before have New York listeners and advertisers accepted a program so quickly and favorably as they have the WINS CHARLIE STARKE MUSIC SHOPPE.*

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